

ELECTRICAL MERCHANDISING *WEEK*

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SERVING THE APPLIANCE • RADIO • TELEVISION AND HOUSEWARES INDUSTRIES

School Days Again For NARDA Dealers

Why They Came . . .

Some dealers came to Washington, D. C. last week to learn new methods from the old pros. Others came to compare notes with distributors and industry spokesmen. No one came for a vacation. *see page 2*

What They Learned

If you were not at the NARDA School yourself, you can still catch the highlights of what the students learned in EM Week's special reports. *see page 2*

Here's The Key To Closed Door Stores

Will the expansion of discount department stores cut into your market? In an exclusive report, EM Week takes you behind the scenes, tells you what to expect next from card store competition. *see page 3*

Big Town Ballyhoo

In New York, Con Edison painted the town with a catchy slogan, spent \$100,000, shot dishwasher sales up 115%. *see page 17*

Goodbye New Jersey

RCA marches west to Indianapolis to open new headquarters for TV, radio, phono and tape recorder management. *see page 3*

FDA Sniffs Trouble In Air Filter Claims

Hay fever season begins today and the Food and Drug Administration expects trouble from exaggerated ads for air conditioners and air purifiers. *see page 8*

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POSTMASTER: Send Form 3579 to Fulfillment Manager, Electrical Merchandising Week, 330 W. 42nd St., New York 36, N.Y.



FTC Chairman Earl Kintner warned 140 dealers at NARDA's Sixth Institute of Management last week:

"Raise Your Standards Or Face New Laws"

The Federal Trade Commission whip, who has been most active in the past two years chasing deceptive practices in all businesses and in the appliance business, also told Institute dealers:

That a special task force has been set up by FTC to police deceptive advertising within the infamous Washington, D. C., market itself

and, that a new powerful string would be added to FTC's bow, Kintner said, if he is successful in a current case with S. Klien, New York mass merchant. Victory would permit FTC to move against a retailer whose advertising moves across state lines whether the retailer is actually in interstate commerce or not. The ad would establish the interstate

status and remove immunities FTC is presently powerless against.

Kintner roared against deceptive practices in general before challenging dealers: "Is it necessary that your government assumes the responsibility for your business consciences? Have we sunk so low that we are incapable of setting up programs within the law that adhere to the law?"

His sternest warning was the blunt: "Raise your standards or face more legislation. Our system will be eroded and destroyed if we force more laws on the business community. But if we don't enforce the laws already on the statute books, there are bound to be more

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'How Do You Make A Buck?'

That was the most frequently asked question at the NARDA Institute of Management in Washington. "I wish I knew," was the most usual answer

"I'm here to get out of the rut. I want to talk to other dealers and see what they're doing that can help me."

The speaker was Nick Yurchak of Muncy, Pa. He is a small, one-line dealer who wants to grow. And he had staked \$175 (he'll take no vacation this year because of the tuition expense) on the hope that the sixth annual NARDA school would help him get ahead.

With dealers, distributor salesmen, people from all sectors of the appliance industry—including a quartet of women—Yurchak registered last week on American University's sedate campus. And he settled down for six days of hard, concentrated study to get some of the answers.

The hours were long; classroom seats grew hard and tempers frayed a bit after the first few dawn-to-midnight days. Yet beneath it all ran a current of deadly serious purpose like that expressed by Yurchak.

It was seen in afternoon case study seminars and the evening bull sessions—plus those endless after-hours chats with fellow dealers.

There was purpose in the absorption of 20-year-old Al Turchin. Still a college student, but preparing to move up in his father's big Linden, N. J., operation, he came to Washington to learn—both from his teachers, and from older, seasoned dealers.

There also were the industry men. Joe Rushton of Frigidaire, A. A. Medica of Admiral, Whirlpool's Sol Goldin and Austin Cunningham of Magnavox, among others.

A few of the dealers—Mort Farr of Upper Darby, Pa., and Harry Price of Norfolk, among them—shared the double burden of attending the institute's post-graduate program while teaching first-year classes.

In all, 102 were enrolled in the basic program, 39 in the advanced.

Dealer talk reflected the state of business today. Soured to an extent by predictions of the Soaring 60's which haven't soared, they cursed

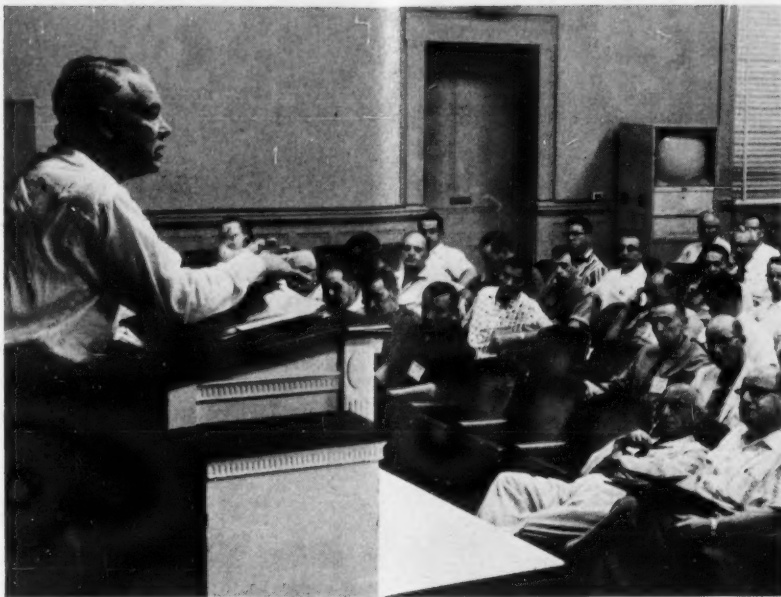
Continued on page 34

NEMA Plum Goes To Sumner Rider & Assoc.

The New York agency last week was selected to handle all 1961 publicity and promotions for NEMA's consumer products division.

Unanimous in its choice of Rider, the division's merchandising committee agreed that time did not permit the original plan, which was to name candidate agencies and then to select one on the basis of presentations later this month (EM Week, July 18). Promotional budgets must be approved so that 1961 planning sessions can begin on Sept. 15, a NEMA spokesman explained.

The Rider agency currently is handling accounts for two NEMA sections: Dishwashers and refrigerator-freezers.



NARDA School: Professor Farr Takes Stand

HIS SHIRT-SLEEVED STUDENTS were sleepy, after long-into-the-night bull sessions. But they sat up and listened to Mort Farr, hoping that his years of experience could answer their most-asked question: How do you make a buck?

Strike Closes Up Zenith

Despite negotiations down to the wire last week at Zenith, the entire work force went out on strike at mid-week

Just what was happening was obscured by the smoke of as gentle a battle as Chicago has seen. Statements by management and the Independent Radionics Workers of America managed however to get these facts out:

- The union had gotten a general membership strike vote last July 21.
- The company had put into effect, apparently unilaterally, a pay raise.
- The union hadn't finished bargaining yet, and their demand of retroactivity threw a curve at the company batters.
- In the last ditch bargaining, the company tried to concede retroactivity under conditions the union felt would tie its future hands.

Zenith bargainers decided that

they couldn't go any further.

Pickets showed up Wednesday morning, and Zenith shut down completely, with all truckers and the vast mass of Zenith's 6,000 hourly workers respecting the picket lines.

Nobody at Zenith was talking, save for a tight-lipped statement that charged the union with rejecting an offer that had publicly been termed "the only condition necessary to reach an agreement." The statement also asserted that only 500 employees had voted for the strike and that the union had made it difficult to set up a meeting with the Federal Mediation and Conciliation Service.

The union said that it gets better attendance at its meetings than most unions in the industry, that it will meet the company any time, that an offer that's fine in June is not necessarily adequate in August.

Dennler New Boss Of G-E Major Appliance Division

Once more, General Electric has tapped a Bridgeport executive for the top chair at Appliance Park, Louisville. William H. Dennler, former general manager of G-E's portable appliance department, has been named general manager of the white goods division. William Von Behren, who had the job, becomes general manager of the refrigerator department.

Von Behren was at Bridgeport two years ago when he was chosen to succeed Charles K. Rieger in the top white goods spot. Rieger, himself ex-Bridgeport, now heads marketing services at the corporate level. Von Behren succeeds W. M. Timmerman who resigned the refrigerator job in June.

Back at Bridgeport, William J. Pfeif, formerly marketing manager of the vacuum cleaner department, succeeds Dennler as general manager

of portables. Donald E. Perry, once sales manager for cleaners, becomes general manager of the vacuum cleaner department succeeding Robert A. Orr, now manager of a small appliance power supply project in the housewares division.



WILLIAM H. DENNLER

Industry Execs Turn Professor

Join college professors, veteran dealers, merchandising pros at NARDA school and put factory sell on program at American University

The appliance industry faces a glowing future—if it can solve some deep-seated problems right now.

That was the half-bright, half-dark picture which ad agency executive Dan Packard sketched for dealers last week at NARDA's sixth annual Institute of Management.

On one hand, Packard saw the industry with 307,000,000 major appliance sales opportunities during the 60's.

On the other, he saw evidence of "public disenchantment," of a "consumer revolution which challenges the entire industry."

Packard traced the industry's path through the last 15 years in these succinct words:

"In 1946, we were the glamor boys, the Prince Charmings. Today we are the whipping boys."

Packard—an old hand at NARDA schools and an old hand in appliances—saw customers confused and angry: Good will toward the industry lost.

Manufacturers, he observed, were aware of this problem. "They sensed the confusion brought about by too much emphasis on price at retail, by too much emphasis on gimmicks and gadgets. Never before have I seen them so concerned with quality," he went on.

The institute in all whipped up its usual tasty stew of speakers.

This year, the mix included college professors, industry executives, merchandising pros from all phases of retailing—and some dealers themselves.

It was a quiet school, some thought. Norfolk dealer Harry Price—an other veteran of the NARDA school—disagreed. "A little shyness, perhaps," he said, because so many dealers were attending their first institute.

Most dealers came into their own during the bull sessions. There they voiced their own views on promotions, on dealer-manufacturer relations, on service.

Continued on page 33

Westinghouse Takes Stand For NEMA Net, Not Gross

Possible consequences for Westinghouse dealers who refuse to go along with the new policy: Loss of co-op ad money.

In a letter to distributors, John Anderson, marketing manager for major appliances, said the company was removing gross refrigerator capacity figures from all its literature and spec sheets.

Reason for the move: All the confusion surrounding the use of NEMA net or gross capacity figures (EM Week, Aug. 1).

Anderson recommended that distributors refuse to honor the co-op ad claims of dealers who continued to use gross figures.

What's Behind The Closed Door?

Discount department stores for government employees—a 30-year-old idea that's enjoying a boom. And though the stores carry everything from goldfish to contact lenses, they have appliances—and they could be a threat in your market

Closed-door discount houses for government workers are spreading like crabgrass. Fertile ground for the stores is any area where there are military installations or large groups of federal or state employees. For instance:

- Just last Friday, a 79,000-sq.-ft. Government Employee Store (G.E.S.) operation opened in Louisville, Ky. Majors and traffic appliances will occupy about 4,000 sq. ft.
- On Sept. 8, Government Employee's Exchange (G.E.X.) will open a huge store in Norfolk, Va.
- In late September or early October, Associated Consumers Exchange (A.C.E.) will dig in with a

75,000-sq.-ft. operation in Paterson, N. J.

Those are just three of the alphabetic closed-door department stores opening in the next two months. If your market is a beehive of military or governmental activity, it could be next.

How big a threat are the mushrooming card-carrying operations? Plenty big if you're in the department store business. As for appliances, they're one of as many as 48 departments, nestled in between the pet shop and the bakery. But the prices are competitive in most markets.

How much appliance business do the stores do? There's no available breakdown. But the 39 member stores of the National Assn. of Consumer Organizations, trade group for closed-door operations, gross \$250 million a year, according to Joseph A. Marcus, general manager of the Washington, D. C., G.E.M. store. In a year he predicts there will be 60 member stores, and they'll gross \$400 million. And somewhere in the future, Marcus sees more than 100 member stores, grossing \$1 billion.

How do the card stores operate? It's impossible to generalize on even so basic a point as who's eligible for a card. In Washington's G.E.M. store, for instance, only the military and federal, state or local government employees are eligible. Many other NACO member stores admit fringe people like utility company

employees, union members and defense plant workers. And in some West Coast stores, a card is yours if you're willing to tell a small lie. (Others require proof.)

Although generalizations are dangerous, one specific case—that of the Washington G.E.M. operation—can give you an idea of the principles many of the stores work under.

"Americans love to belong," G.E.M.'s Marcus explained last week in Washington. "They enjoy smugly that their neighbors can't belong."

To belong to G.E.M., a government employee need only fill out a form, show his I.D. card, pay a \$3 initial fee and keep up his \$1 a year renewal fees. G.E.M. won't tell how many members it has, but area estimates put it somewhere between 50,000 and 100,000. All of which adds up to a nice \$150-\$300,000

Continued on page 36

WORLD APPLIANCE NEWS

- Poland and Hungary build up brown goods exports
- G-E plans home appliance plant in Caracas, Venezuela
- Hayakawa introduces solar battery transistor radio

BERLIN—(McGraw-Hill World News)—The Polish radio industry plans an output of 720,000 radio sets this year. Of that total, 30,000 are earmarked for export, according to a spokesman of the Polish Universal company.

CARACAS, VENEZUELA—General Electric will build a plant in Caracas to manufacture home appliances for the Venezuelan market. Although details of the operation are still being worked out, this much is certain: G-E has set up Industrias Gevensas S. A., with \$6 million capital, to build the plant on a 7½-acre tract.

TOKYO—Hayakawa has come out with a fair weather transistor radio. Powered by a solar battery with photoelectric effect, the radio works only when the sun is out. What about rainy days? Hayakawa anticipated the weatherman by equipping the set with an ordinary cell, too. The radio will be marketed on an experimental basis. Price: About \$15 more than a transistor radio of comparable size.

Matsushita also has announced a new product: A transistor radio with built-in clock. The clock and radio will operate as one unit, or the clock can be hooked into a regular-sized home radio.

VIENNA—Hungarian brown goods exports have tripled over the past three years. One of the big reasons, according to the Hungarian foreign trade office: Improved products.

Most striking progress has been made by the country's TV industry. In 1956 the two-year-old industry exported 2,000 sets. Last year that figure had jumped to 45,000. Major markets for Hungarian TV sets: Poland, Czechoslovakia, Yugoslavia, Holland, Iraq and Lebanon.

RCA Sales Corp. To Move

There was no joy in Cherry Hill, N. J., last week, and on many suburban Philadelphia patios, the martini pitchers were extra deep. The much rumored uprooting of RCA TV, phono, radio, tape recorder management echelons would begin immediately. Gradually new headquarters offices would be fashioned from warehouse space at the Indianapolis plant. By mid-1961, sales, distribution and manufacturing would be together again—this time "in the center of RCA's home instrument complex."

Home instrument manufacturing facilities, originally centralized in Camden, N. J., are now scattered in

the Midwest. TV, records, receiving tubes, component parts are made at Indianapolis; color TV in Bloomington, Ind., 50 miles south; cabinets at Monticello, Ind., 70 miles north; radios, phonos, tape recorders at Cambridge, Ohio, 240 miles east. Indianapolis is 650 miles west of Philadelphia and Cherry Hill, 185 miles southeast of Chicago.

Some 800 persons at Cherry Hill will be affected by the shift. RCA's announcement says some of them will be moved west; others will be placed in other RCA installations in nearby New Jersey. Cherry Hill space will be taken over by RCA's computer and data processing men.



And A 'Gibson' Girl Thrown In, Too

BUILDING GIBSON SALES for Straus-Frank Co. Inc. Dallas and Houston distributor is this 1908 antique automobile. It's parked each Saturday in front of a dealer's store, gains attention and builds traffic. Driving is L. S. "Bud" Schmucker, Dallas sales manager for Strauss-Frank and pretty Gibson girl.

Pentron: 'It's All In The Tube'

And Pentron claims the tube in its new "Pentronaire" is a first for home air purifiers

Technically, it's an Ionray cold cathode electronic tube—a quartz-like device now used widely in industrial air purification.

Pentron President Irving Rossman shortens the name to "Ionray," explains the tube does the same purifying job indoors that the sun does outdoors. Rossman adds:

"Until the development of the Pentronaire, no air purifier manufacturer had ever adapted the industrially proven principles of air purification to a unit for the home."

The Ionray appears in both Pentronaire room purifiers and in the big model PI-300 which is designed for direct installation in the air duct of controlled forced air heating or air conditioning systems. Price of this unit—designed for a six-room house—is \$89.95.

The room models are the AP-200 at \$49.95 for rooms up to 20x15 feet and the AP-400 at \$79.95 for rooms up to 30x25 feet. The smaller unit has a two-speed motor and the larger one a three-speed.

Rossman pegs the Ionray's life at 12,000 hours with virtually no loss of efficiency.

Finally, Rossman declares, "the Ionray is not an odor-out bulb commonly used by most manufacturers. It cleanses the air with a double band of ultraviolet radiation, literally destroying most air-borne bacteria."

A Big Name In Chicago

Chicago has named its new exposition center McCormick Place, after the late publisher of the "Chicago Tribune" whose 20-year dream it was.

The first big appliance industry show is the NHMA exposition Jan. 16-20. The first exposition of any kind is the 1960 Modern Living Home and Flower Show Nov. 18.

In the far west, they stayed away from appliance-TV in droves, but in Milwaukee, things were looking better—relatively.

MIDWEST . . . MILWAUKEE—The last three weeks have been good to Milwaukee dealers—relatively. They've marked a definite pickup at retail, which enables dealers and distributors at this moment to say "we're even with last year, anyway."

A. H. Schmalzer at Roth Distributing Co. said things were very good compared to what he was hearing from other parts of the country. Last week, Roth was ahead of last year, with new lines gaining most of the credit for this. "Our white goods line is holding its own," Schmalzer said, "while organs, vacuum cleaners and dishwashers are way up."

Schmalzer conceded that his firm's business picture was bolstered by stronger business this year outside of the metropolitan area. "If anything is slow, it's laundry," he said, pointing to brisk refrigerator business pushed by hot promotions and a price war of a sort.

Bill Gildner of Bachman Furniture on Milwaukee's Northwest Side cheerfully admitted to "pretty good, but not too fabulous" business. He credited the pickup to refrigeration price cuts and said the deluxe two-doors in 12- and 13-cu.-ft. sizes, going at \$259-\$279 were getting the bulk of the business. Selling up is tough, Gildner said, with maybe two in 10 going for the bigger ticket.

Laundry looked better than last year to Gildner, based mainly on good business with Frigidaire close-outs and the Maytag line. This was Bachman's first year in air conditioners, and Gildner was most hap-

py with a buy-back deal. He'll hang onto the merchandise as long as the manufacturers want him to, but when the buy-back closes, he'll be shipping the units back. This could run to a couple dozen pieces, he said.

Milwaukee has all the earmarks of an aggressive big-city market. A "trip north" giveaway is hitting pretty hard right now—dealers can throw in a weekend in Wisconsin's vacation country with a \$300 or so refrigerator if they get a 10-year-or-younger box to boot. Since the refrigerator is pegged about \$20 over the going rate, and the trade is very usable in dollar-conscious Milwaukee, dealers have been coming out fine, said the slightly annoyed competition.

Toughest price in Milwaukee was what Milwaukee dealers call "Philco's round-shouldered frost-free," which is going at \$329 there. Dealers are really knocking heads, however, in the \$239 to \$279 two-door market.

SOUTHWEST . . . DALLAS—"Indescribable" was J. W. Jones's description of the business year. And most appliance-TV men joined the Love Field Appliance & TV owner in mentioning the business sag, but a pickup was hoped for in the next few months.

Johnny Johnson of Johnson Brothers Appliance Sales & Service said white goods were running 50% below normal and he connected this with "the poor year for service since many of our sales are an outgrowth of service calls." His brother, Bill, who is service manager,

added, "The only reason we're not crying is that we're lazy, anyway."

Air conditioning, long a mainstay as a traffic creator, also was pointed out as a villain. Typical of many dealers, Otto Huber of the Huber Co. said his sales were off by as much as 20% and other dealers have gone as high as 50% in commenting on the dismal sales of window units.

But at Kessell's Hardware & Appliance, business was above normal. Manager Bert Kessell explained the increase: "We're not a rich neighborhood, and I suspect that people here just put off buying air conditioners until now. In other areas, folks who wanted these things a year or two ago just went right out and bought them."

M. H. Tooley, regional manager of Western Auto Supply Co., noticed this reversal, too, saying, "Sales of air conditioners have been real good, but I may be prejudiced since this part of our business was so bad last year." General sales, however, Tooley said, will at best meet last year's overall record breaker.

Distributors, too, were feeling the pinch. At Carrier-Bock, Howard S. Lard said, "Business has been spotty, peculiar, and we have had to work awfully hard for what we get."

Saddled with a sad '60, dealers hopefully detected "signs of strengthening in the past two weeks." Most maintained they'll recoup with business "on the upside beginning in early fall."

FAR WEST . . . SAN FRANCISCO

OAKLAND—Maybe it was the attention paid to the political convention, maybe it was some other attraction, but prospects stayed away from appliance-TV stores in the Bay Area in droves during early July. Then, the dealers report, the public started coming back after July 15 at an encouraging rate that gave most retailers a fair month but somewhat lower than July, 1959. Business was continuing well so far in August, with some dealers happy enough to feel that in spite of the popularity of August for vacations here, the month may pass the same month of last year in overall volume.

Adding to dealers' optimism was the relatively firm price structure, despite rather full inventories at both dealer and distributor level. If the heavy inventory was causing trouble, it was in an even greater than usual amount of transshipping. With major brand franchises protected in the Bay Area possibly more than in any other metropolitan market, hundreds of outlets want brands which the distributors refuse to supply them. Transshipping within the area has solved the problem for most small furniture stores and other dealers. Franchised dealers are passing along their surplus inventory to any comer at about 5% above cost.

Second encouraging factor in the dealers' business lives was customers' willingness to buy high-end merchandise. One San Francisco dealer has been selling the top of the line, double-door refrigerator four-to-one over the model considerably lower priced.



Which Biscuit Did Baron Bite?

THIS BOXER was judge in a "Grand International Dog Biscuit Bakeoff," staged by Portland, Ore., disc jockey Barney Keep, above. Baron sniffed and narrowed the more than 100 biscuit entries down to two, and a utility home economist picked Mrs. W. E. Hendryx, above, winner. Prize: A Westinghouse dishwasher.

INDUSTRY MEMO

• Consumers with one of the original London-Scott 1000 stereo cartridges, are in for a good deal. Hermon Hosmer Scott, president of H. H. Scott, Inc., has offered to replace the original cartridges, which suffered "occasional damage from such causes as a user removing dust from the stylus with his fingertip," with a new, "ruggedized" version. Full information by writing Scott at 111 Powdermill Rd., Maynard, Mass.

• You may think you've heard every complaint in the world, but so did George Alexander, W. D. Alexander Co., Atlanta, until a man called in about his refrigerator: "He said the light didn't go out when he closed the door," Alexander recalled. "I asked him how he knew. He said he took out all the shelves, put his little boy inside and closed the door." Alexander made the call—more to see the complainer than the refrigerator.

• You'd think drying dogs would satisfy Norge, but it didn't. The company has come up with another way-out use for its "stop-n-dry" clothes dryer: Raising bread. Credit for the discovery goes to a Pennsyl-

vania housewife who first tried the trick one hot summer day when she didn't want to steam up her kitchen.

THIS WEEK'S COLOR TV

MONDAY (All Times E.D.T.)

11 A.M. (NBC) The Price Is Right (Monday-Friday)
12:30 P.M. (NBC) It Could Be You (Monday-Friday)
10 P.M. (NBC) "What Makes Sammy Run?" (Part I)

TUESDAY

9:30 P.M. (NBC) Arthur Murray

WEDNESDAY

8:30 P.M. (NBC) The Price Is Right

FRIDAY

9:30 P.M. (NBC) Masquerade Party
10 P.M. (NBC) Moment of Fear

SATURDAY

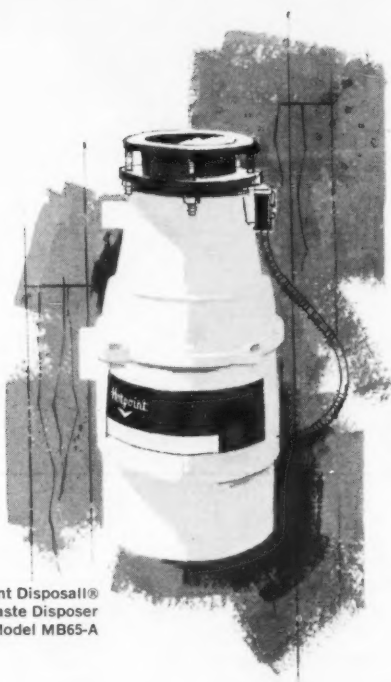
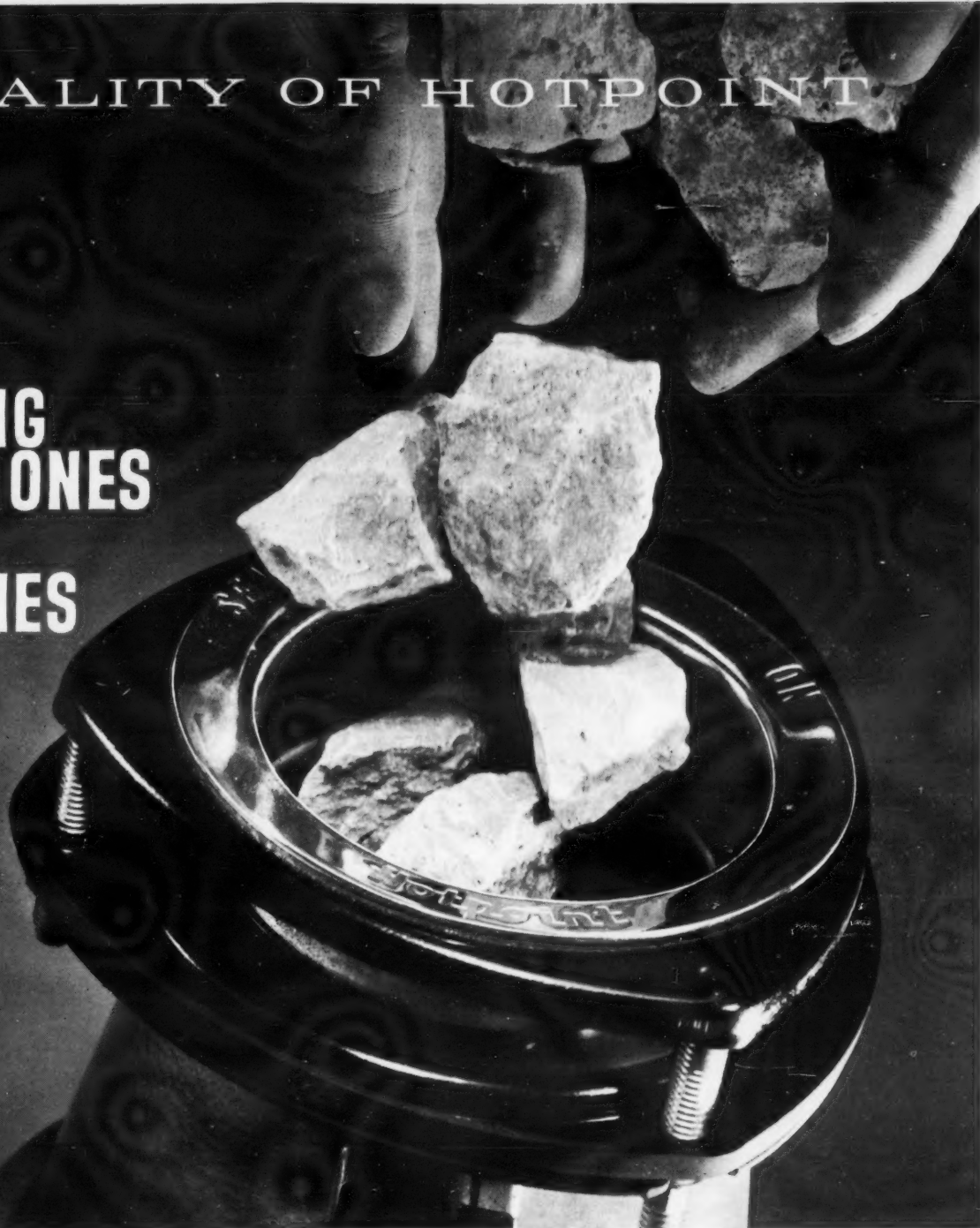
10 A.M. (NBC) Howdy Doody
10:30 A.M. (NBC) Ruff & Reddy
7:30 P.M. (NBC) Bonanza

SUNDAY

8 P.M. (NBC) Music on Ice
9 P.M. (NBC) Chevy Music Show

THE QUALITY OF HOTPOINT

MAKING LITTLE ONES OUT OF BIG ONES



Hotpoint Disposall®
Food Waste Disposer
Model MB65-A



Crunch . . . and within minutes a Hotpoint Disposall® pulverized rocks into a pile of sand and tiny pebbles.

This punishing performance test was conducted to dramatically illustrate the outstanding superiority of Hotpoint's grinding assembly. One reason for this superiority is Hotpoint's use of super-hard nickel alloy in the grinding ring, flywheel and swinging hammer arms. As a result, the Hotpoint Disposall food waste disposer makes short work of bones, corn cobs, fruit pits . . . even glass if it accidentally falls into the drain.

Hotpoint's use of fine quality materials for *every* part, assures products that perform better and last longer. Sell Hotpoint quality and you sell customer satisfaction.

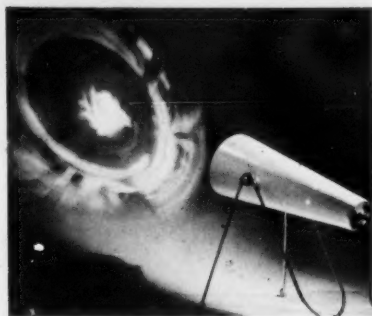
Hotpoint Dealers' profit opportunities are greater than ever before . . .
If you're not a Hotpoint Dealer, you should be!

Hotpoint

A Division of General Electric Company, Chicago 44, Illinois



ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS
DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING



Light For Listening

NOW IT'S POSSIBLE to have mood lighting as well as mood music. Mood-lite, San Bernardino, Calif., introduced a new lens-lamp with built-in design filter, color liner, and color filters. It's said to control one's mood. The lamp is recommended for "party or romantic relaxation" or as a visual background to hi-fi music.

Pyrex Displays New Carton

• A new concept in point-of-sale product promotion—display cartons bearing full color "in-use" photographs—has been introduced by Corning Glass Works for its September Pyrex Ware Range Top promotion.

The new approach, a result of extensive consumer opinion testing, is said to stimulate impulse buying. The cartons are designed to increase both personal and gift buying and may also be put to good display use.

A broad advertising campaign will accompany the promotion that will feature three different sized percolators. Regular prices for the range-top items will be maintained throughout the promotion.

Cool Days And Nights Put Freeze On Coolers

... and show that fans and air conditioners aren't the only hot weather lines being hurt by the coolest summer in 25 years. Portable evaporative cooler sales are off last year's peak

Fans and air conditioners aren't the only hot weather items feeling the effects of this year's cool summer. Manufacturers and distributors of portable evaporative coolers are feeling the chill too.

Until this year, sales gains had been rapid for evaporative coolers. In 1953, only 10,000 units were sold. By 1959, the unit sales had climbed to between 700,000 and 750,000 units worth \$30,000,000 at retail. Manufacturers smiled and rubbed their hands in anticipation of a big year in 1960 but the optimistic smiles have disappeared. Some distributors are making book on which manufacturers will be around next year.

Manufacturers are agreed that "things didn't go as well as anticipated." David Cordray, advertising and sales promotion manager for Metalaire Products Co., Phoenix, Ariz., one of the biggest, said, "Sales have been good in the traditionally good portable cooler areas but things haven't been too hot in the East. We're sold out," Cordray added, "but we could have produced and sold more coolers if the weather had been better." Other manufacturers—Wright, Airnado and G-E

—agreed that the weather "affected the business" but "couldn't say" just what the sales had been to date.

Distributors in Philadelphia (Everybody's Supply and Peirce-Phelps) and in New York philosophically blamed the weather for the chilly sales. "What we needed and didn't get," they said, "was an extended period of hot days and nights."

Sam Fingrudt of Everybody's said that "this is the worst season for air cooling equipment that we've had in Philly for 50 years. Air conditioners got a little break," said Fingrudt, "because people tend to buy them early in the season in anticipation of the hot weather. But fans and coolers are different; it has to be darn hot for them to move and it just hasn't been hot."

Prices were generally firm on portable coolers. As one distributor put it, "Price means nothing if it's hot. And if it's cool, the best price in the world won't move them." According to manufacturers and distributors, there has been little price promotion anywhere except for New York where the activity was "sporadic."

When asked if they anticipated

Remington Leads Shavers

• According to a survey just completed by Consolidated Consumer Analysis, Remington Electric Shavers leads its competitors in sales in 18 of 20 top American markets. Remington captured 38% of the total 20 city market, compared with 22%, 20%, 17% and 3% for its next four nearest competitors.

The survey also indicated that the use of electric shavers among the men surveyed has reached 53%, which is an increase of 3% during the past year.

The survey was conducted by newspapers in Chicago, Columbus, Denver, Duluth, Fresno, Honolulu, Indianapolis, Long Beach, Milwaukee, Modesto, Omaha, Portland, Phoenix, Providence, Sacramento, Salt Lake City, San Jose, Seattle, St. Paul and Wichita.

New Distributor President

• O. W. Zylstra has been named president of Rena Ware Distributors, Opportunity, Wash., one of the nation's largest direct distributors of stainless steel cookware. He succeeds Fred Zylstra, who was named chairman of the board of directors. Although the firm is only 10 years old, it has achieved in that short time an annual sales volume of more than \$16,000,000.

any late season rush on portable coolers, all distributors and some manufacturers were pessimistic. "After all," said one of them, "it's already the middle of August. How much of a rush can you expect in a couple of weeks?"



YOU'RE LOOKING AT THE BIGGEST SELLERS IN THE BIGGEST YEAR IN DEHUMIDIFIER HISTORY!

WESTINGHOUSE ELECTRIC DEHUMIDIFIERS

Dehumidifier sales are soaring—with many dealers reporting more unit sales than on any other major appliance in their stores. And the big leader during the big boom is Westinghouse—first by far in sales, in acceptance, in profits! With dehumidifiers, there's no installation . . . no trade-ins . . . no service. That's why these compact units can bring you more profit per square foot of floor space than any other appliance.



With the full color action display shown here, you show your customers why they need a dehumidifier—and why Westinghouse is easily their best buy. Takes only a minute to set up, and only 2 square feet of floor space. Points out exclusive Westinghouse features like large air drying coil, easy to empty drain bucket, Built-In Humidistat, five year guarantee. Call your Westinghouse Distributor for details on how you can SELL the easiest to SELL! You can be SURE . . . if it's

Westinghouse 

**ELECTRICAL
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LAURENCE WRAY

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TED WEBER

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He Wants Only 158 Hi-Fi Dealers

Tightest franchising yet is planned for new, short high-ticket line by young Clairtone of Canada

Herbert Frank is back on the distribution scene. The ex-CBS, Steelman, Granco executive is selling a three-model, long-margin stereo-radio combo line by the five-year-old Clairtone of Canada. The units list at \$425, \$595 and \$745, have 25-, 30- and 60-watt peak output, British E. M. I. speakers, walnut and teak custom cabinetry.

The tuner is a simulcast with 12 pushbuttons and visual stereo balance indicator. The changer is Gar-

rard's top-of-the-line laboratory type with 4-pound turntable.

Frank is a vice president of the Canadian firm and is setting up first U. S. distribution of the line from a New York showroom. He signed 38 reps at the Music Show in Chicago, he said, and has eight warehouses in key markets. He wants to hold his franchises down to 158 dealers. "About eight, for instance, in New York, perhaps three in Washington, D. C.," Frank says, but he's counting chains—like Grinnell's in Detroit—as one account.

Can he produce? "We'll have 1,300 units in our warehouses by Sept. 1."

No, all the dealers have not yet been signed. He's still looking. His selling package includes co-op money, "matching" money, and national advertising. A service deal includes, as part of the price, delivery to the customer, setup, instruction, demonstration and 90-day warranty on parts.

What is Clairtone? A five-year-old firm formed by electronics engineer Peter Munk and designer David Gilmour, Clairtone Sound Corp., Ltd., of Canada (Toronto 15) "has 28% of the over-\$500 stereo console business in Canada," according to Frank, and hopes soon to diversify into TV and tape.

NUMBER **38** IN A SERIES
OF WEEKLY GIBSON MESSAGES
TO ALL APPLIANCE DEALERS

GIBSON DELIVERS "ACTION at RETAIL" ON FROST- CLEAR!

This is the kind of local-level merchandising support your Gibson Distributor gives you to generate Frost-Clear sales. A complete "action at retail" display kit—giant colorful window and wall banners, ad mats, radio scripts, counter displays plus tested direct mail campaigns to introduce Gibson Frost-Clear Freezers and Combinations to your prospects.

Frost-Clear is a merchandising must today, and Gibson gives you the products, the promotions, the pricing to make Frost-Clear your volume leader!



MOVE MILES AHEAD IN FROST-CLEAR

get going...get Gibson

Gibson Refrigerator Division of HUPP Corporation, Greenville, Michigan

Hay Fever's In The Air—FDA Sniffs Trouble

For one out of every 20 Americans, today is the day—the official opening of the choking, snuffling hay fever season

From the Atlantic Seaboard to the Rocky Mountains, ragweed will be king for the next 30 days, dumping over a quarter million tons of pollen as the season builds to its highest peak in the East.

But this year appliance dealers may have trouble capitalizing on the sniffles and sneezes of hay fever sufferers. The federal government has thrown a sizable hurdle in the path of any such effort.

In the past, some dealers have tried to revive August air conditioner

sales (and to build volume in other air filtering devices) by advertising their relief-giving qualities.

But already this year the government (through the Food and Drug Administration) has clamped down on manufacturers of air purifiers who make "exaggerated" claims about the prevention or relief of hay fever.

The FDA already has seized purifiers made by a number of manufacturers. One concern, obviously reluctant to talk about its troubles, confirmed to EM Week that it was

in the process of rewriting its promotional literature on air purifiers and modifying claims on air conditioners.

Little or nothing has been done about air conditioners, according to FDA's John T. Cain, but this does not preclude any further government action.

"Our problem," says Cain, "is judging how far a company can go without leading the customer astray."

Cain estimated that air conditioners would have to filter a "substantial" amount of pollen "effectively" in order to make any claims stand. And proof would have to be

supplied by controlled scientific tests under actual home conditions, not artificial laboratory standards.

Still, some groups—such as the Allergy Foundation of America—suggest that room or home filter equipment can give relief. The foundation's position is spelled out in a pamphlet "Hay Fever... And What You Can Do About It." According to the pamphlet:

"Room or home filters can give much relief. The likelihood of relief depends on the number out of 24 hours spent in such an atmosphere. Filters are more helpful in pure hay fever than in resultant asthma.

"There are many types of filters on the market, those that filter only, those that filter and cool the air, and those that attract pollen and other dust particles by a high charge static electrical current. The latter, the so-called precipitators, are the most efficient.

"The most ideal installation is a central air conditioning unit with precipitator attachment."

But one disgruntled company official—already burned by the FDA—pointed out that "you can quote those other guys as much as you like. But if the government doesn't agree, you're just spinning your wheels."

In any event, over eight million Americans will be sneezing because of ragweed this fall. And the following chart, drawn from an Allergy Foundation booklet, will give you an idea of some of the nation's worst spots for hay fever sufferers.

Ragweed Pollen Index

(Index figures based on: 1) length of season; 2) maximum aerial concentration; 3) total pollen catch on slides throughout season. Index above 10 is not recommended; between 5 and 10 is fairly good, below 5 is good; below 1 is excellent.)

City	Index Number
Hartford, Conn.	54
New Haven, Conn.	25
Washington, D. C.	42
Baltimore	51
Boston	16
Atlantic City	30
New York:	
Bronx	24
Brooklyn	22
Manhattan	25
Philadelphia	55
Pittsburgh	90
Birmingham	49
Little Rock	62
Miami	2
Atlanta	24
Louisville	99
Memphis	73
New Orleans	43
Indianapolis	92
Des Moines	69
Kansas City, Kan.	101
Detroit	66
Grand Rapids, Mich.	126
Minneapolis	99
St. Louis	78
Cincinnati	122
Milwaukee	81
Denver	19
Reno, Nev.	0.1
Phoenix (fall only)	0.21
Dallas	115
Houston	68
San Francisco	0.2
Los Angeles (fall)	0.8
Portland, Ore.	0.55
Seattle	0.22

Quality you can
see and feel
with Blackstone's
exclusive
stainless steel
top

Here's real proof of quality. Even lookers and price shoppers can't pass by a stainless steel top without stopping to look—and feel—and ask. It's a natural sales opener, and only Blackstone has it.

The stainless steel top is available as an option on two models; the top-of-the-line WAC-75 and the 2-cycle WAC-55, with extra profits on both models. Put these stoppers on your floor and watch the top-of-the-line prospects stop, look, feel and buy.

Franchises available in some areas.

See your distributor or write Blackstone Corp., 1111 Allen Street, Jamestown, New York.

Blackstone
America's Fastest Growing Laundry Line



Simple to use...simple to sell...simple to service

First place is still best. In sports, in industry, and in publishing, there is still no substitute for being first. So, if you'll pardon our pride, we call your attention to the medallion below—"First Award . . . For Outstanding Journalism." Associated Business Publications awards are based on *best contribution to the field served*. We serve our field with the contributions of twenty-one full-time editors. Their efforts, award-winning style, make EM Week the best-read, most-respected publication in the Appliance-TV-Housewares field. That's why, (and the experts agree), **every Monday the Pros read**

ELECTRICAL MERCHANDISING WEEK



FIRST AWARD

ASSOCIATED BUSINESS PUBLICATIONS

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LAURENCE WRAY

**ELECTRICAL MERCHANDISING WEEK
FOR OUTSTANDING JOURNALISM**

(MAY, 1959 ISSUE, SPECIAL REPORT ON WASH AND WEAR)

We believe this is the

Most Im Announcement Home Laund

...we ask you to jud

■ *On the following pages* Philco announces what we sincerely believe to be the most advanced and most complete line of home laundry equipment in the washing machine industry. We realize this is a bold and broad statement. But we ask you to examine the following pages with an open mind and judge for yourself.

■ *We ask you to size up* the importance of the developments which Philco research has brought not only to its own products but to the art of the industry as a whole. For in our laboratories we have sought to bring new thinking and new ideas to the field. We have endeavored to create as nearly as possible the perfect home laundry machine in terms of service, convenience and reliability. In that endeavor we have produced a machine with many new and original features of

"Only Philco has it!"

**FOR THE MOST AD
YOU NEED**

important of 1961 in the ry Industry ge for yourself!

service and construction, offering important consumer benefits which can be enjoyed *only in a Philco-Bendix.*

■ For that reason, we honestly believe that Philco-Bendix belongs on the floor of every appliance dealer who seeks to show the newest and most up-to-date merchandise on his floors. In other words, whatever lines you may carry, among them we believe you need Philco-Bendix . . . because it offers features available nowhere else, *saleable* features that mean more money in your cash drawer and more profit on your books.

■ In all this, we ask you merely to read our story, consider carefully and judge for yourself.

Read the full story of the 1961 Philco-Bendix beginning on the next page.

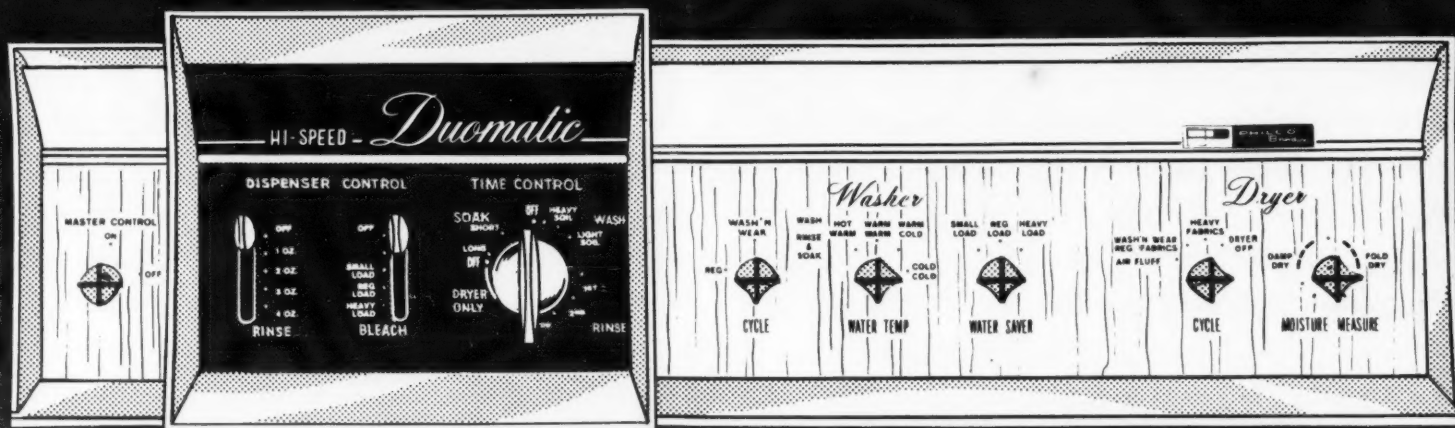
ADVANCED FEATURES IN HOME LAUNDRY

PHILCO®

*The overwhelming leader in the
Combination Washer-Dryer field
announces* THE ALL-NEW 1961
PHILCO *Bendix*

HI-SPEED DUOMATIC

WASHER-DRYER COMBINATION



The most fabulous Home Laundry Machine ever invented!

"Only Philco has it!"

**FOR THE MOST ADVANCED
IN HOME LAUNDRY,**

***Now, after 8 years of consumer
use and experience...after 4 years
of intensive laboratory research,
PHILCO presents a Combination that***



- Washes better than a washer
- Out-features any dryer
- Outperforms every other combination
- Completes average family washloads, including 2 sheets, in just 58 minutes
- Can be used 3 ways:
as a washer alone—
as a dryer alone—
as a combination
- FITS ANYWHERE A WASHER WILL
—only 26³/₄ inches wide

It's the laundry machine of the future here today... here to free the housewives of America forever from washday drudgery... here to bring the home laundry dealers of America a higher unit of sale, bigger dollar margins and greater profits. The Philco-Bendix Duomatic washer-dryer combination for 1961 is the product of years of hard experience and laboratory research plus the investment of vast sums for tooling, the final goal of Philco's search for the perfect laundry machine. It washes and dries better than ever before... cleaner and faster than a pair, any other combination or *any previous Duomatic*. With its many new and exclusive features, it is the most fabulous laundry machine ever invented in performance, convenience and reliability.

Your 1961 laundry selling season hasn't begun until you've seen the new Philco-Bendix Duomatic. It's on display at your Philco Distributor's showing next week... Don't Miss It!

**FEATURES
YOU NEED**

PHILCO®

The most powerful sales story in the Automatic Washer field

now better than ever for '61...

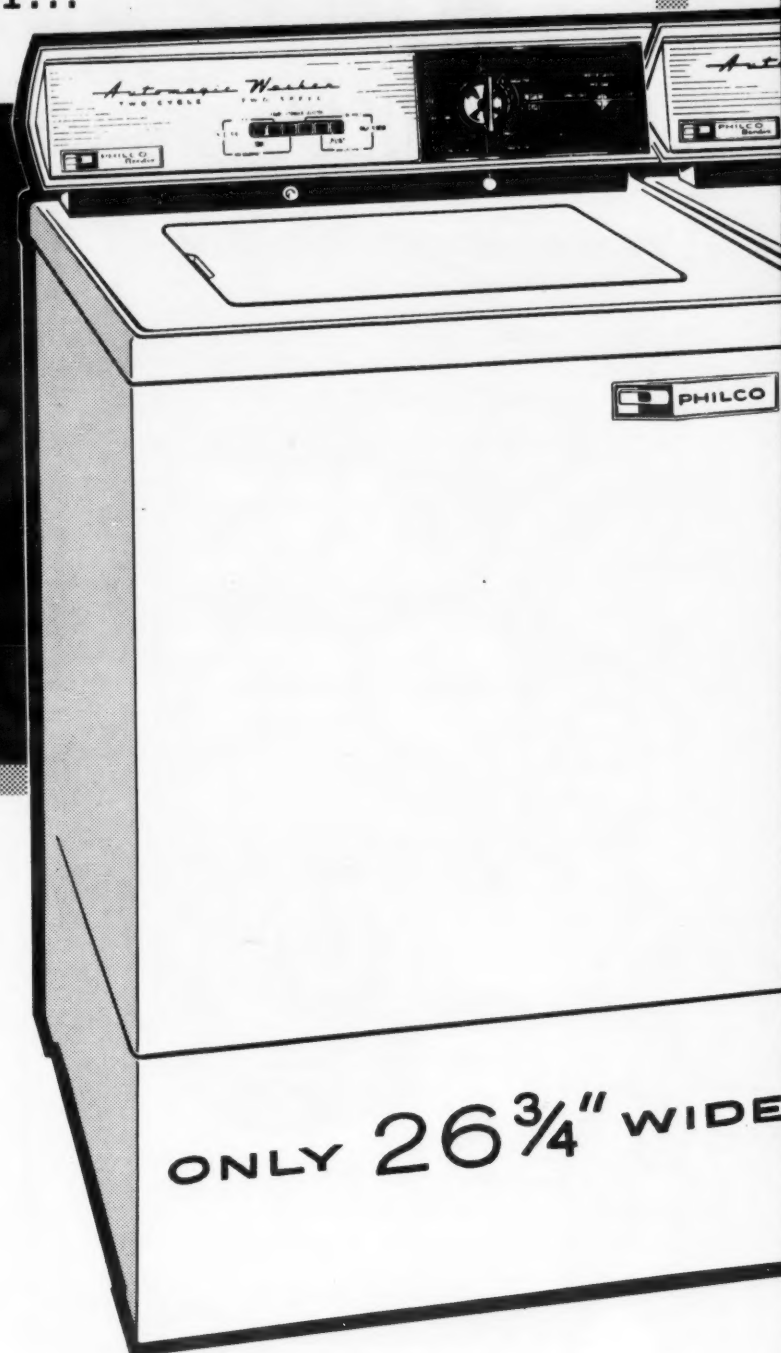
**"WASHES
7 SHEETS
AT ONCE!"**

5 WAYS BETTER than any other washer built!

Yes, the new 1961 Philco-Bendix 600X Automagic Washer with its sensational High Capacity Washing Action outperforms every other washer known in *five exclusive ways*:

- 1** Washes 7 sheets in a single load
...like doing two loads in one;
- 2** Loosens dirt better because it moves
clothes through water 6 times faster;
- 3** Flushes dirt out 600 times a minute,
10 times faster than any other washer;
- 4** Exclusive, patented Ball Point Balance
automatically adjusts to off-balance loads;
never cuts off;
- 5** New simplified construction; most service-free
automatic washer ever designed.

"Only Philco has it!"



ONLY 26³/₄" WIDE

The most powerful combination of exclusive consumer benefits are yours to sell in the 1961 Philco-Bendix 600X Automagic Washer. See the full line at your Philco distributor's showing next week.

**FOR THE MOST ADVANCED
IN HOME LAUNDRY,**

New from the ground up for '61!

PHILCO Bendix Automagic Clothes Dryer



ONLY 26 ³/₄" WIDE

**Only Philco
dries as fast or faster than any
automatic washer can wash**



Exclusive Philco Criss-Cross Tumbling unfolds clothes as they tumble and prevents tangling. Full Drum Airflowsweeps through the entire load at safe temperatures. This combination dries clothes 25% faster. Only Philco has it!

**"DRIES
7 SHEETS
AT ONCE!"**

QUICK 'n' QUIET

**Completely redesigned to meet
every modern requirement of
service, quality and value**

Yes, new in every way for 1961. Now, the world's fastest, safest automatic clothes dryer, yet thanks to a brand-new, "noiseless" design, so *whisper-quiet you hardly know it's there!* Dries as fast or faster than any automatic washer can wash, up to 25% faster than ordinary dryers. It's only 26 ³/₄ inches wide, matching the Philco-Bendix Washer and it *dries 7 sheets at once!*

**For speed, for safety, for economy there's
nothing like it on the market (Gas or
Electric). See it at your Philco Distributor's
Showing Next Week.**

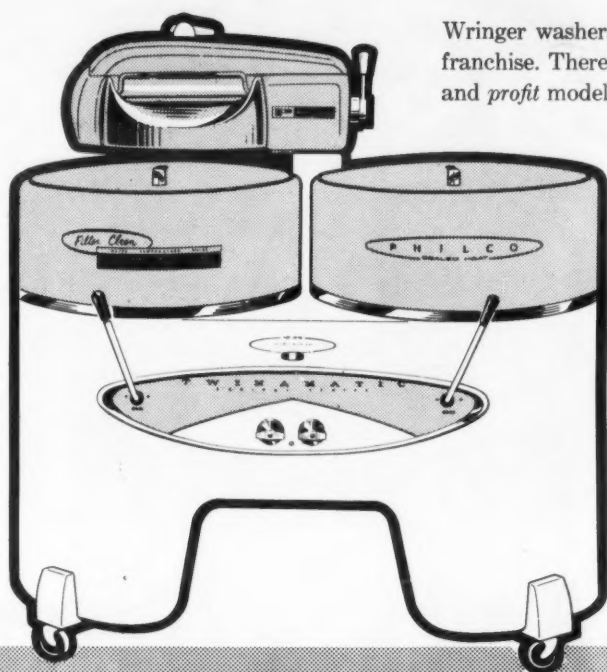
**FEATURES
YOU NEED**

PHILCO®

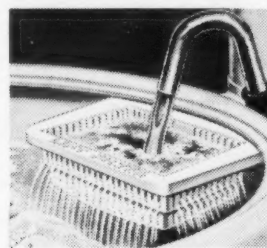
PHILCO[®] Bendix

WRINGER WASHERS for 1961

*The complete line designed
for promotion...plus **PROFIT!***

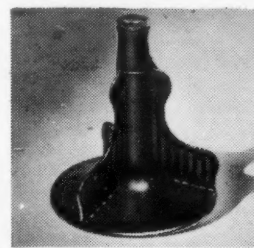


Wringer washers, too, are a source of profit for you in the Philco-Bendix franchise. There's a model for every need and budget, promotional models and *profit* models. See them at your Philco distributor's showing next week.



LINT-FREE

Complete, fast-action filtering washes even dark shirts and socks lint-free.



EXTRA AGITATION

Specially designed agitator with extra vanes and ridges for cleaner brighter wash.

EXCLUSIVE PHILCO-BENDIX TWINAMATIC

World's only two-tub washer, two full size 8 lb. washers in one. Cuts washing time in half; completes a full load every 4 minutes. For those who require wringer-type washing, it's the most efficient semi-automatic washer ever designed.

BACKED BY A CONTINUOUS PROGRAM OF ADVERTISING, PROMOTION AND DISPLAY

The entire Philco-Bendix Home Laundry line for 1961 will be backed by the most complete and continuous advertising and promotional program in Philco history. National magazine advertising, of course. Daytime television, too, geared to the feminine market. And most important, LOCAL advertising specially tailored to your market and your customers. Philco-Bendix is out to capture a substantial share of the laundry market for 1961. It will mean *profits* for every Philco-Bendix dealer!



Dramatic LIVE WASHING ACTION DEMONSTRATION for your floor

Here's a live washing demonstration that will capture the interest of your customers. Wherever it has been installed it *gets attention and makes sales!*

A colorful 3 minute demonstration shows the exclusive Philco-Bendix High Capacity washing action and how it washes 7 sheets at once with full, visible motion.

And you can make the famous Philco Shag Rug demonstration. Imagine, a huge, bulky shag rug, soiled from weeks of use, completely filling the washer tub—*washed before your customer's eyes in just 38 minutes!*

It's the most dramatic floor demonstration in the industry. Get the full story at your Philco distributor's showing next week.

"Only Philco has it!"

**FOR THE MOST ADVANCED FEATURES IN HOME LAUNDRY
YOU NEED**

PHILCO[®]



PERSONAL APPEARANCES like this one by TV star Susan Strong at a Friendly Frost store in Bay Ridge were key to the success of the Con Edison promotion which boosted dishwasher sales.

This spring, Con Edison enlisted 279 New York stores and one of the utility's TV personalities in a special promotion in which

... Dishwasher Sales Climbed 115%

The big kick came in May. Tabulations for the month show 1,737 dishwashers sold, and radiation sales carried into June.

Last year's comparable period sales ran 807. The jump was a whopping 115.2%.

In April, Jack C. Murtha, general manager of sales promotion, Consolidated Edison, announced the program, told a dealer gathering in New York's Hotel Biltmore:

"In 1959 dishwasher sales in the city were up 30%; nationally the increase was only 23%, and we expect to increase the gap in 1960."

Demonstration personalities played a key role. Susan Strong, one of Con Ed's radio-TV personalities, made day-long in-store appearances at four dealer showrooms. Eight home service demon-

strators from the utility did the same in as many other stores.

One dealer reported traffic increased as much as 33% the day of Miss Strong's appearance. Another saw sales increase 75%. Still another watched his total dishwasher sales climb by 66% in the week following her appearance. Major appliance sales for one dealer increased 220%.

The cost to Con Ed was substantial. Annually, the utility budgets a total promotion program, drops product programs into this merchandising skeleton.

This year the budget is \$250,000. The dishwasher splash cost \$100,000. It was ploughed into: 1) 41,200 lines in 10 metropolitan dailies, 39 weeklies; 2) 20 TV and 50 radio commercials;

3) 101 billboards, 225 truck posters, 6,000 bus and subway cards; 4) 95,000 dishwasher booklets to dealers, 350,750 direct mail pieces, and 97,000 reprints of a dishwasher article.

Dealer contact men from Con Ed supplied the legwork. Three of them hit the 279 stores. They pushed tie-in efforts, urged wide use of displays, fed dealers the point-of-sale aids, and assisted with the personal appearances.

Dealers took it from there. The twelve who had personal appearances used 8,950 lines in metropolitan papers, sent out 39,500 direct mail pieces. Distributors threw in two dishwashers for drawings, a \$75 gourmet cookbook with unit purchases, boxes of detergent. Most dealers used their own small premium gifts.



NEIGHBORHOOD ACTIVITY in a big city was created by liberal use of store-front banners (like this one at Manhattan's White Electric Appliance Company).



BIG DEPARTURE in usual New York utility campaign was use of dealer's name as signature on 70 of Con Ed's billboards. First dealers to sign up for the campaign earned billboard mention.

Here's the 1961 line
you've been waiting
for — from America's
No. 1 Best Seller

Motorola

Sell the exciting difference the ear can hear

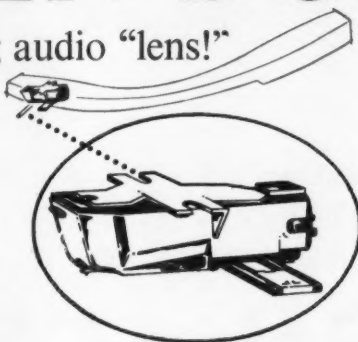
3 separate push-pull amplifiers (not just 2), 3 separate speaker systems (not just 2)
PLUS ANOTHER DRAMATIC NEW ADVANCEMENT IN SOUND REPRODUCTION —

NEW GOLDEN DUPLITRON

The amazing audio "lens!"

First ceramic cartridge ever to achieve faithful reproduction of the **real high fidelity sounds!** Just as the quality of a camera's reproduction depends on the quality of its lens, so a stereo system depends on its "lens" — the ceramic cartridge pickup . . . because a stereo system only amplifies and channels those sounds sent to it by the cartridge.

Now, Motorola's Golden Duplitrone — never before used in stereo — duplicates *exactly* all the sound information on the record. Unlike previous ceramic cartridges available to the industry, it neither adds nor subtracts from the recorded information. *And you hear the difference.*



VIRTUALLY ELIMINATES DISTORTION- CAUSING DUST AND DIRT PICKUP

GOLDEN DUPLITRON has a highly polished metal housing (not plastic) which is grounded to nullify the dust-attracting electrostatic charge set up by the stylus riding in the record groove. Dust and dirt cannot build up to restrict the reproduction ability of the cartridge.

NEW REVERBERATION!
NEW STEREO BALANCE!
NEW MUSIC POWER!

New Vibrasonic System

This amazing reverberation unit brings the rich resonance of the concert hall to the living room. Unlike others, Motorola's Vibrasonic System mixes acoustically rather than electrically . . . has its own separate power amplifier and speaker to provide the stirring reverberation effect at even lowest volume.



New Channel Balance Verifier Control

Helps balance three separate speaker systems individually, two at a time or all at once. A Motorola exclusive, the Channel Balance Verifier helps set up perfect stereo effect, serves as a remarkable demonstration unit in your store.



New Performance! New Power!

Up to 102 watts peak instantaneous power — 51 watts music power output. Only occasional record passages require this kind of music power. But Motorola has it to reproduce all the high fidelity realism on the recording . . . without distortion or flatness.



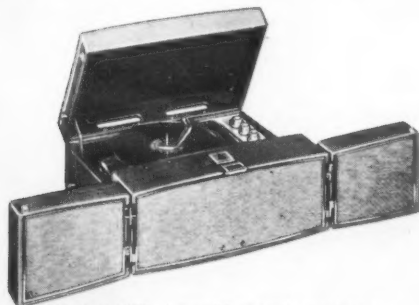
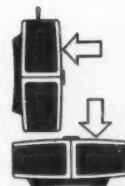
Sell the exciting difference the eye can see

New fine-furniture styling includes award-winning models for people who love their homes and show it.

Beautiful to look at, every Motorola cabinet is designed for superior *appearance* as well as superior sound.

Exclusive collaboration with Drexel and Heritage results in the ultimate in cabinet beauty! Each and every Motorola stereo begins with special construction, requires special design, demands special craftsmanship to handle the extra music power!

The new slim look in 1961 Portable Stereo! New shape makes handling easy, convenient . . . gives the Motorola portable a look of functional grace that's hard to resist.



Model SH22. 3 amplifiers and 5 speakers in a portable! Cabinet covered in durable scuff-resistant material over hardwood veneer. Western Gold and Saddle Brown.



Model SK52. Drexel Declaration. 5 speakers. Built-in FM/AM radio. Cabinet has exposed solids and veneers made of genuine Walnut.



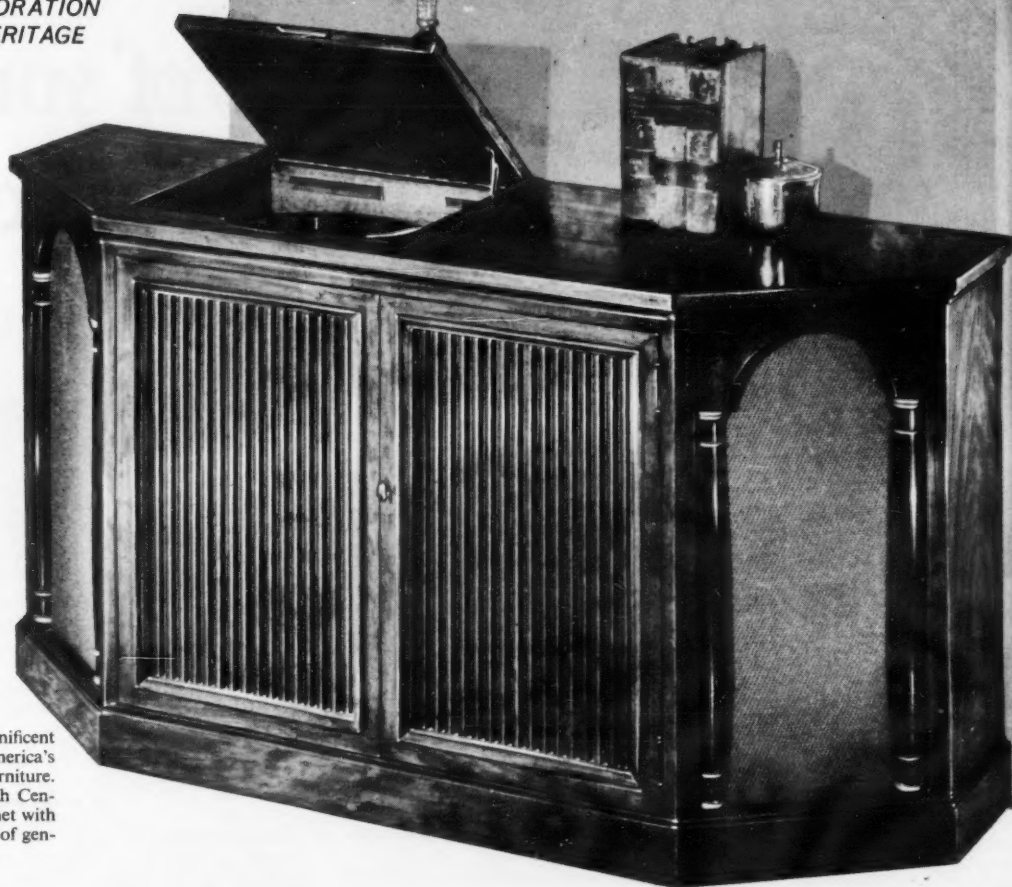
Model SK43. 3 amplifier console model. 5 speakers. FM/AM radio optional. Cabinet in Mahogany, Walnut, Blond finishes on hardboard.



Model SK55. Drexel Touraine. 5 speakers. Swing out doors. FM/AM radio. Cabinet has exposed solids and veneers made of genuine Walnut.

Stereo Hi-Fi

EXCLUSIVE NEW
COLLABORATION
WITH HERITAGE



Model SK56. *Laureate*...a magnificent design by Heritage, one of America's leading creators of fine custom furniture. The simplicity of this classic 18th Century piece is enhanced by a cabinet with exposed solids and veneers made of genuine Mahogany.

See, hear and order the STEREO STANDOUTS FOR '61 at your distributor's open house!

MOTOROLA



SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE



Model SK44. 3 amplifier console. 5 speakers. Cabinet in Mahogany, Blond, Biscayne Walnut grained finishes on genuine hardwood veneers.



Model SK51. 3 amplifier console. 5 speakers. FM/AM radio, optional. Cabinet of Cherrywood grained finish on genuine hardwood veneers.



Model SK49. 3 amplifiers, 5 speakers. FM/AM radio, optional. Cabinet in Mahogany, Walnut or Blond grained finishes on genuine hardwood veneers.



Model SK34. Multi-channel console. 3 speakers. Golden Stereo 400 Automatic Record Changer. Cabinet in Cherrywood finish on hardboard.

DATELINE EUROPE:

German Dreams Finally Realized—

By LAURENCE WRAY, EDITOR

The German television industry will get a boost from the newly allocated TV channel, but in back of the decision has been a long battle

Since our last column on the German radio-TV situation, which dwelt on the single-channel TV programming and the cartel system of maintaining list prices, a news flash has just come in from our Bonn bureau to the effect that the second TV channel has been approved by the federal government and will go into operation Jan. 1, 1961. Here is the story from our Bonn bureau:

In all probability, German TV set owners will be able to enjoy a second program as of January, 1961. As things look at the moment, there may even be a third program early next year, but predictions are difficult to make.

The need for a second TV channel in Germany has never been disputed. But the question of who will produce it is more disputed now than ever, despite the energetic haggling over this problem between the federal government, the 11 German states and German industry which has been going on for seven years.

The long-drawn-out battle seemed to come to an end recently when Chancellor Konrad Adenauer overruled all resistance by setting up a limited company, Deutschland Fernsehen GmbH, in which the federal government holds 51%, the remaining 49% being reserved for the states. Until they decide to join, their shares are to be held by a trustee appointed by Chancellor Adenauer.

The intention was to later set up a 15-man supervisory board comprising five federal government representatives, five representatives of the states and one representative each of the Protestant and the Catholic churches, the labor unions, the employers association and a cultural organization.

Program production would be farmed out to a private TV company, Fries Fernsehen GmbH (Independent Television Ltd.), founded by publishers of newspapers, magazines and some industrial firms manufacturing brand products—all of which are interested in the 10% advertising the second program was scheduled to contain. The TV company has already started preparations so that 13 weeks of programming would be ready when broadcasting started in January, 1961.

But the champagne served at Adenauer's Palais Schaumburg in Bonn after the contract signing may have been consumed prematurely. The states had actually been willing to reach a compromise along the lines now incorporated in the setup of Deutschland Fernsehen GmbH. But Adenauer's decision brought the states up in arms and, instead of claiming their 49% shares from a trustee whom they did not appoint, they are considering going to court on the grounds that the decision was unconstitutional. If they should go ahead with these plans, the Constitutional Court might interdict op-

erations of Adenauer's Deutschland Fernsehen GmbH—provided the states can bring forward sufficient reasons for their claim that no program can be broadcast without their approval.

Meanwhile, three of the states (Lower Saxony, Hamburg and Schleswig-Holstein) have announced fully detailed plans for starting a separate TV program of their own in January, 1961. Other states may do the same. In that case, however, the federal government will appeal to the Constitutional Court on the grounds that the states cannot broadcast without a license from the Federal Post Office.

German TV set owners hope that by Christmas they will know whether they will have one, two or three programs to choose from in January, 1961.

As the legal situation is extremely tricky, the odds are for a compromise of some sort.

Under German law, the Federal Post Office has a broadcasting monopoly (radio, TV, telephone, etc.) and any transmitting station must not only get a license but must also rent the equipment from the postal authorities. The federal government bases its position on the second TV channel on the fact that postal legislation is a federal matter.

The states base their claim on the cultural sovereignty granted them in the German constitution. The existing radio and TV stations—which would be technically capable of transmitting a second program—are run by semi-governmental companies answerable to the state governments and there has never been any quibbling over that.

The federal government is fighting hard for a major foothold on the second TV channel, because it feels that there should be some platform for an official German voice which could speak with authority for the whole of West Germany, rather than

Which of these reaches more of your best at least cost?



Newest Politz study of 32,000 people reveals how all types of companies can get more sales opportunities from their advertising budgets

To make your advertising succeed, a magazine (or TV program) must put *your* sales message before *your* sales prospects. Now you can know how well each of the four leading general magazines does this job. Specifically, you can know:

1. How many times your message will be shown
2. How often it will be looked at by your best prospects
3. What it costs you to reach them.

• Here are some examples...

From the largest study of its sort ever made, conducted by Alfred Politz, you can learn facts like these:

- Your sales message will be delivered (or "exposed") far more times to people in refrigerator-buying families through Reader's Digest than through the Post, Life or Look... or the average nighttime network TV show.
- These people are good prospects for other appliances—and you pay only \$1.63 per thousand for "exposures" to them in the Digest, compared to \$2.79 in the Post, \$4.17 in Life, and \$2.47 in Look.
- Through the Digest, you can pinpoint this refrigerator-buying market for the same cost-per-thousand you pay to reach the total audience of the average nighttime television program. See table at right.

A huge market

These are just samples of what the Politz study can show about your own particular market. Reader's Digest readers are far above average in income and education... and they are excellent customers for *all kinds of appliances*. For example:

- 7,332,000 Digest readers live in households that now own a clothes dryer.
- 18,909,000 Digest readers live in households that now own an automatic washer.

Why the Digest works so well

There is a simple reason why the Digest can deliver your company's sales message more times... to your best prospects... at the lowest cost—

During the 2½-month active life of the Digest, readers return to their copies again and again. (Have you ever finished the Digest at one reading?) Its pocket size encourages repeat reading; many people carry a copy with them to read whenever they have a chance.

Because of these repeated readings, your sales message is usually looked at more than once by the same person (and three people read each copy on the average).

As a result, your advertisement in one issue is looked at a staggering 60,947,000 times.

Not all leading magazines can offer this valuable bonus of repeat reading, as the study clearly shows. And television is not physically able to show your commercial more than once to the same persons... unless, of course,

The Second Television Channel

for individual states. The need is pressing, because early next year East German TV stations will start broadcasting programs which can be clearly received in West Germany.

The states concede this point, but jealously defend their sovereignty on cultural matters and, moreover, those among them having a Social Democratic government, are suspicious that the federal Christian Democratic government—if left a free hand—would use the second TV network on a political platform in next year's elections.

The third group of would-be TV broadcasters were purely private

companies which simply wanted the advertising revenues. Since the new, predominantly federal TV company intends to farm program production out to them, they are now waiving their claims. Also happy are TV manufacturers and dealers, for they are confident that somehow, a second channel, if not a third, will come into being early next year, and this will mean booming sales for them regardless of who produces the programs. Against this, retailers' service organizations are forecasting hard times, as several million older TV sets will require conversion to multi-channel receivers. In fact, service staffs anticipate that at least

one million customers will probably choose the period Dec. 15 until Jan. 1 to have this work carried out.

In the meantime, radio business which has been enjoying a similar boom in Germany, shows signs of tapering off in the face of the TV blitz. In 1958, for instance, about 3.8 million radio sets were produced. In 1959, the figure jumped to 4.2 million, or a gain of about 11%. The increase last year was attributed both to strong domestic demands and exports of transistorized portables (882,000 of them were produced in 1959). Although the transistor radio business is expected to increase further this year, total ra-

This is the 13th in a series of articles written by EM Week Editor Laurence Wray after a six-week visit to Europe.



WRAY

dio business is not expected to reach the 1959 record. And the opening of the second TV channel in 1961 is very likely to further increase the gap between TV and radio business at the expense of the latter.

But visit some of the big German radio-TV producers and you won't find any signs of worry. They are all looking for continued increases in the units they are shipping to other countries. They point out that combined exports of radio and TV sets in 1959 amounted to 2,175,000 units, worth \$117 million—an 18% increase over the year previous. TV set exports alone amounted to about 385,000 units—up a whopping 55%. The bulk of these were sold in the European market. Radio exports, on the other hand, amounted to 1,639,000 units—up 9.2% over 1958—and 46% of them were sold in Europe, 29% in the U. S. and the remainder to Asian countries.

One of the visits I made was to the vast, sprawling headquarters of Grundig in Fuerth, adjacent to Nuremberg. Here is a radio-TV plant rivaling any in the U. S. The company was founded as recently as 1947, but today they employ over 20,000 workers. At Fuerth, radios, TV sets and electronic control and measuring devices are produced. In nearby Nuremberg, two more plants make tape recorders and dictating machines and another processes plastics for cabinets and components. They have still two other factories in Bayreuth—one for tape recorders and another for stereo consoles—and even others in Augsburg, Dachau and Senden-Ilter.

Total Grundig production is running at about 1.2 million units annually, according to Helmut Reichel, director of public relations, and exports account for 45-48% of the total. The Grundig export business, however, is largely confined to stereo consoles, tape recorders and dictating machines (Stenorette); TV sets are sold chiefly in the German domestic market and in other European countries. The U. S., of course, is a potent market and Grundig turns out special designs to compete with American products. Sales are handled by Grundig-Majestic and de-Jur Amsco. But Grundig has its sights on the British market, too: Plans are under way to build a plant in Northern Ireland to produce tape recorders. In this connection it might be noted, parenthetically, that the ubiquitous Japanese have plans for producing transistor radios in the south of Ireland.

Stereo, curiously, has made little headway in Germany to date, according to Mr. Reichel. He blames the situation on the apathy of the dealers who are too busy pushing television. But once TV saturation begins to catch up and sales will begin to come a little harder, he feels that the dealers will begin to take a new look at stereo.

appliance prospects...



you pay to have your message broadcast a second time. As the cost-per-exposure figures show, these differences can mean major savings to advertisers.

Your Digest messages will also benefit from appearing in a magazine where advertising is limited to reliable products and reasonable claims. Furthermore, people believe what they read in the Digest.

How to get your copy of the study

This important new research, co-sponsored by Reader's Digest and the Saturday Evening Post, is fully reported in the 84-page book, *Advertising Exposure*. Here you

will find information on types of appliances owned and other valuable data on America's four leading general magazines. This book is free to advertisers and advertising agencies, and available to others for \$5. For your copy, write or call Fred D. Thompson, Reader's Digest, 230 Park Ave., New York 17, N. Y.

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Largest magazine circulation in the U.S.
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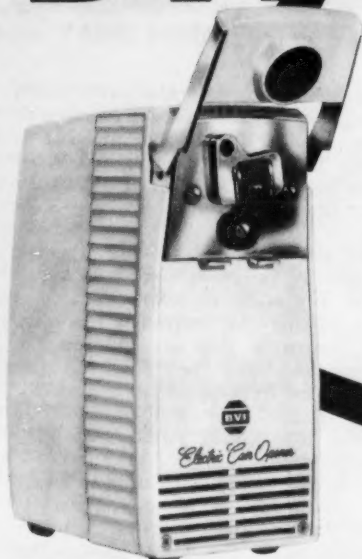
	Exposures per person to a page or commercial minute	Total exposures to a page or commercial minute	Cost per 1000 exposures*	Exposures per person to a page or commercial minute	Total exposures to a page or commercial minute	Cost per 1000 exposures**
READER'S DIGEST.....	1.7	60,947,000	59¢	2.0	22,267,000	\$1.63
SAT. EVE. POST.....	1.3	30,861,000	91¢	1.3	10,061,000	2.79
LIFE.....	1.0	30,110,000	\$1.03	0.8	7,471,000	4.17
LOOK.....	1.1	30,702,000	84¢	1.2	10,438,000	2.47
AVERAGE EVENING NETWORK TV SHOW.....	1.0	17,419,000	\$1.63	1.0	***	***

*Magazine costs are for a black-and-white page, at rates effective Sept. 12, 1960. Television figures are Reader's Digest estimates.

**Here the entire cost of a black-and-white page is charged as the cost of exposures to people in refrigerator-buying families.

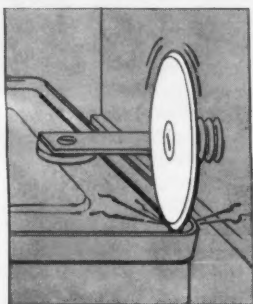
***Figures comparable in accuracy to those obtained by the new Politz study are not available for television

BVI

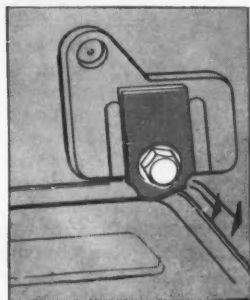


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patented
blue cutting
point

opens cans
others can't!



Old-fashioned cutting wheels can't cut square corners. Can do only PART of the job!



BVI Blue Cutting Point of Birmingham Steel opens cans of all sizes and shapes, —even square ones!



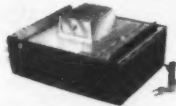
The electric can opener market continues to zoom! Get your share of sales with the most automatic, finest quality opener made today—BVI—with the exclusive "Blue Point of Superiority." Works full time—not part time. Judged "best" by leading home economists and independent consumer institutes.

WORLD'S MOST AUTOMATIC ELECTRIC CAN OPENER!

Grips, pierces, turns, opens cans, smooths edges and shuts itself off—automatically!



Electric Can Openers



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BVI—the most wanted, most appreciated and most heavily advertised line—no wonder **SALES UP 63% OVER LAST YEAR!**

BURGESS VIBRORAFTERS, INC.
Grayslake, Illinois

NEW PRODUCTS

FEATURES THIS WEEK

Westinghouse 1961 home entertainment lines • RCA Whirlpool 1961 laundry line, also some electric housewares items seen for the first time at the July Atlantic City Housewares Show.

RCA WHIRLPOOL Announces 1961 Laundry Line

The RCA Whirlpool 1961 laundry line consists of 4 29-in.-wide (10-lb. capacity) and 2 24-in. (9-lb. capacity) automatic washers—the latter designed for apartments and mobile homes. Also 8 automatic dryers (4 gas and 4 electric).

Washer features include 11-cycle pushbutton washing; infinite-level water selection; 2 washing actions; and a built-in automatic bleach and fabric conditioner dispenser.

Top model, Imperial Mark XII (HA-91), shown, has 11 cycles that automatically supply correct, safe action for washing at touch of button: cycle is selected from fabric guide on control panel and corresponding pushbutton is pressed, the washer then automatically sets the correct wash time and speed, the correct wash and rinse temperature, and the safe spin speed and time.

Bleach and fabric conditioner are injected into water automatically at the right time via a built-in dispenser; bleach blending with wash water takes place after the whitening agents of detergents have had time to work. Fabric conditioner is injected during final rinse cycle.

Suspension cooling plus variable-

speed action provide correct washing for wash 'n wears. Automatic pre-agitation filling relieves risk of having wash start before the correct amount of water is pumped into tub. The variable-speed washing action provides 2 speeds of washing within a cycle for heavily soiled wash 'n wears: the first 4 min. are at fast speed, then automatically the wash action adjusts to a gentler speed.

Top features of the new dryer line is modulated heat drying, which automatically produces heat according to moisture content of clothes. Five pushbuttons and a "master-touch" control button perform complete drying of any selected fabric. An automatic clothes dampener is available at push of button, and a "damp dry" selector automatically cycles to retain the right moisture for ironing.

A glass "porthole" in door provides a clear view of tumbling and drying action. Up to 20 lbs. wet clothes can be dried at a time.

Styling includes 1-piece, wrap-around cabinets; "squared-silhouette" restyled, illuminated, high-console control panel; and decorator colors in pink, yellow, turquoise and white.

In addition to the automatic washer and dryer line, RCA Whirlpool is also introducing a new 1961 4-model line of wringer washers. Features include a new filter-dispenser. The filter fits over the agitator post, scoops up wash water, filtering out lint and fuzz as water drains back into tub.

Prices, automatic washers from \$229.95 for 24-in. model without suds miser to \$399.95 for Imperial Mark XII with suds miser. Dryers from \$169.95 for low-end electric to \$369.95 for top gas model. Whirlpool Corp., St. Joseph, Mich.

SUNBEAM

Improves Percolators

A new engineering design for the Sunbeam automatic percolator and an improved Coffeemaster are announced.

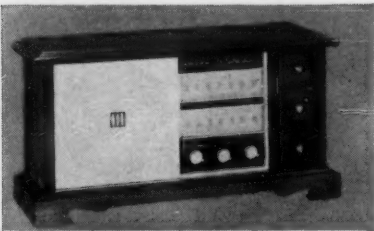
In the automatic deluxe percolators AP16 and AP20, of copper with nickel and chrome plating, the brewing time is shortened to less than that of instant coffee, the manufacturer claims. A larger brewing surface shortens elapsed time between the first "perk" and the automatic shut-off. Other features include re-shaped feet that will not mar fine table surfaces; comes in 8- or 10-cup capacity, and has 1000w unit.

Refinements in the Coffeemaster, No. C50, include a lock-lever to hold faster the upper and serving bowls; jet action stainless steel filter adds

speed and efficiency; has 10-cup capacity.

Prices, 8-cup percolator, \$29.95; 10-cup, \$31.95; Coffeemaster, \$42.50. Sunbeam Corp., 5600 Roosevelt Rd., Chicago 50.





AM-FM TABLE RADIO 777-N7

WESTINGHOUSE**1961 Radios & Phonos**

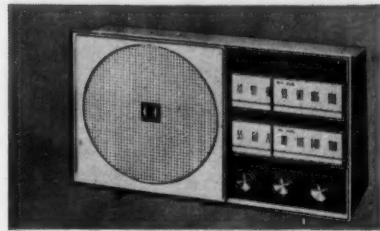
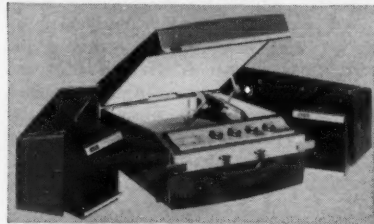
Greatest emphasis has been placed on broadening the FM and transistor portable radios in Westinghouse 1961 radio and portable phono line.

The luxury AM-FM radio (777-N7) with home fashion wood cabinetry comes in contemporary, traditional, provincial or Early American styles. Two lower priced AM-FM units (764-N7 and 761-N7) are also included.

Highlight of transistor portables is the "All-American," a 7-transistor miniature using only American made components. It plays to 75 hrs. on 2 penlite batteries. This and 2 other models are gift packed with carrying case, earphone unit and penlite batteries.

Two new clock radios include a custom deluxe pushbutton model (775-L6) with illuminated clock face, 60-min. slumber control and new "Doze" control; No. 718-T5 also features a

DELUXE 4-SOUND STEREO 68ACS1



DELUXE AM-FM TABLE RADIO 764-N7

60-min. slumber control.

Rounding out additions to radio line are 3 new AM table models: 2 deluxe sets with 6-in. speakers and a compact model with 2-position tone control.

Four portable phonos with 3- and 4-speaker systems plus 4 2-speaker stereo phonos and 2 monophonic models are available. Lift-away or separate speakers are featured in all stereo units except console (70-ACS1) which is self-contained, and comes in contemporary, traditional or Early American with optional remote speaker enclosure for wider sound separation.

Heading the portable phonos is Custom 3-sound system stereo hi-fi (69-ACS1) in 2 matching travel cases. Center sound source has an 8-in. speaker for bass, plus 6- and 4-in. speakers in each side wing which can be placed anywhere in room.

The Deluxe 4-sound system (68ACS1) has 2 lift-away speaker enclosures each with 6- and 5-in. speakers which can be removed and placed anywhere. Two other stereo phonos with 3-sound systems have twin lift-away speakers for high and middle notes. Lows of each channel are produced by speaker amplifiers in master units.

Prices, radios range from \$14.95 to \$129.95; phonos from \$29.95 to \$199.95. Westinghouse Electric Corp., TV-Radio Div., Metuchen, N. J.

WESTINGHOUSE 1961 TV Line

Thirty-six TV models were unveiled by Westinghouse with emphasis on furniture design. Greatest attention was given to providing more authentic styling through woods, finishes, legs, trim, hardware and grille cloths. With styling as the dominant theme of the 1961 line, new engineering features are also included.

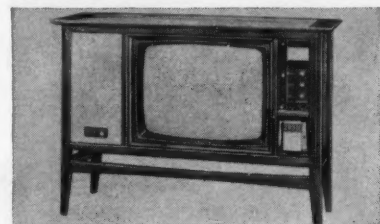
All TV consoles and table models have the new non-laminated 23-in. 114-deg. picture tube. A new 19-in. 114-deg. tube is used in portables.

New 2-button and 4-button remote controls are also features.

Four distinct furniture period groupings: contemporary, traditional, provincial and Early American, with complete low-end to high-end selections of stepup models in each period. There are 29 different console models in the new line; 4 table model series and 3 portable series.

Longest of the console furniture period groupings is contemporary with 9 models which are divided between manual and remote control. Of the 4 remote units, 2 feature the new 2-button

WESTINGHOUSE NO. K4013—MAPLE GRAINED



WESTINGHOUSE NO. K4410—WALNUT

ton control.

Two models with Far East styling are included in the contemporary line for the first time. Each comes in dark walnut or oil walnut finishes.

"The Sumatra" is a manual model; "The Tradewinds" features a 4-button remote director.

Traditional grouping has 7 models (4 manual and 3 remote). Early American offers the same number of models with the same division of manuals and remotes. Provincial styling accounts for 5 models (2 manual and 3 remote).

Among the table models, 2 are 19-in. decorator series, "Trendsetters," representing a new Westinghouse design concept which combines slimness and portability with table model styling and features. A special series of optional decorator bases have been designed for the "Trendsetters," including furniture period-styled pieces. The model has a 2-button remote director.

Similar bases are available for other table model series.

Prices, contemporary series, from \$269.95 to \$550; traditional, from \$259.95 to \$550; Early American, from \$279.95 to \$550; provincial from \$319.95 to \$550. "Trendsetters," \$199.95 to \$249.95. Westinghouse Electric Corp., TV-Radio Div., Metuchen, N. J.

THE MOST COMPLETE LINE OF DRYERS AVAILABLE

(Gas or Electric
No Vent or Vented
Colors or White
Budget or Deluxe)

MAYTAG

The Maytag Company, Newton, Iowa



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Add this proven extra to the sales appeal of your appliances. No need to re-design appliances in any respect. Write for samples or see your Cords Limited application engineer!



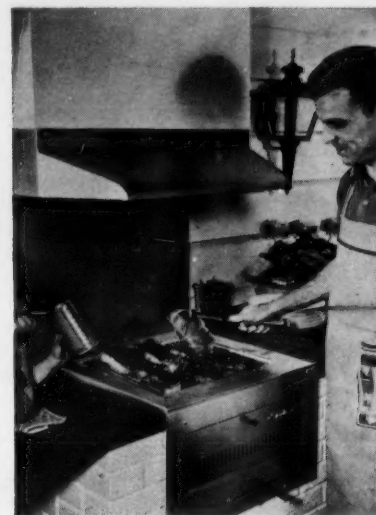
CORDS LIMITED
DIVISION ESSEX WIRE CORPORATION
DeKalb, Illinois



NUTONE Built-In Barbecue

A built-in barbecue, No. 4000, that fits into standard kitchen counters is announced by NuTone. It requires 21x20-in. counter space, and drops into a 19 1/2 x 19 1/2-in. cutout with no break in cabinet line. Fully insulated for installation in standard cabinets it is designed for new or remodeled kitchens and provides such advancements in barbecue cookery as 2-piece grids that are channeled and slanted so that melted fat flows away from heat through a built-in grease funnel to a removable grease container.

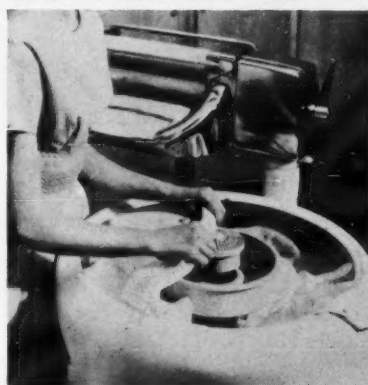
Removable, easy-to-clean stainless steel panels line the sides and an aluminum mesh shield in the bottom reflects heat and prevents flareups. Cooking temperatures are regulated by raising or lowering 2 elements which provide 3200w maximum heat in position No. 1, for broiling; 1600w in position No. 2 for rotisserie cooking



or grilling small quantities; and 800w in position No. 3, with both elements on for warming. It has broiling capacity for 16 hamburgers.

Rotisserie attachments, No. 4020, includes a 3000 rpm motor, skewer and anodized aluminum cover to retain and reflect heat and reduce cooking time. A sturdy steel spit rests on fold-away brackets. Anodized aluminum drip tray catches all melted fat. Spit and skewers are chrome-plated steel. Teamed with the Super-Powered ventilating hood, it is suitable for kitchens, family rooms etc.

Another barbecue model, No. 4010, using charcoal is also available for patios and terraces. It attaches on built-in brackets. A divided charcoal box prevents flareups and excessive smoke. Charcoal is placed in back section, and a pan to catch melted fat is located in front. **Prices**, No. 4000, \$129.95; No. 4010, \$59.95; No. 4020, \$34.95. **NuTone, Inc., Cincinnati.**



NORGE Wringer Washers

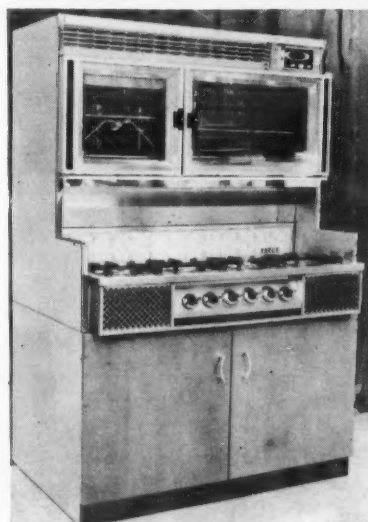
The Norge 1961 line of 6 basic wringer washers features a clothes scrubber which fits over agitator, has 208 flexible fingers to pre-treat heavy

soiled clothes; a self-adjusting constant pressure wringer; a tint filter agitator; deep power rinse; and a 4-cycle timer in top-of-line models WWP-90 and WWP-G70; also a chrome-plated wringer housing and chrome 10-lb. capacity tub; 2 1/2-in. adjustable balloon rolls.

New lighted control panels provide selection of 4 wash periods. No. WWP-G90 shuts off automatically.

No. WWP-G30, 9-lb. washer, has full length cover, high-side rounded corner hand rest; a bar release and automatic drain flume. Side mounted lint filter with deep rinse automatically removes soap scum, lint and fuzz.

Nos. WWP-G20 and WW-G10 are low-end models. G-20 has white tub lid and skirt; standard Norge agitator. G-10 has 7-lb. dry clothes capacity. **Norge Div. Borg-Warner, Merchandise Mart Plaza, Chicago 54.**



**ROPER Announces
Futura Gas Range**

Futura, a 40-in. cabinet-type gas built-in range is announced. Designed to give maximum cooking capacity and greater convenience, it features a convenience level baking oven, separate thermostatically controlled broiling section with rotisserie. A design on the oven and broiler doors helps conceal oven interiors.

Four top burners, including Roper's Tem-Trol automatic top burner are controlled from a panel in front of unit and below burner top level. Brushed chrome top can be lifted from the front for easy cleaning and maintenance of entire burner area. Modern fluorescent light panel behind burners throws light across entire cooking surface. **Geo. D. Roper Corp., Kankakee, Ill.**



SUNBEAM Improves Egg Cooker

Sunbeam's automatic egg cooker, No. E3, enables user to cook eggs exactly to taste every time. Has a new larger capacity, and will cook up to 8 eggs at a time. The thermostat automatically shuts off when eggs are done and makes for greater accuracy. Eggs won't crack while cooking. A snap-action signal switch and new melamine cover that is easy to clean inside and out plus a new measuring device are other features.

A durable heat-resistant glass egg poacher attachment with fin-cooled handle is another feature, and can also be used for warming and serving baby's meals; 110-120v, ac only; 500w. Price, \$17.95; poacher attachment, \$1.50. Sunbeam Corp., 5600 Roosevelt Rd., Chicago 50.

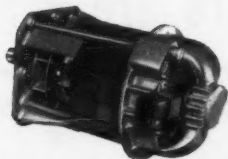
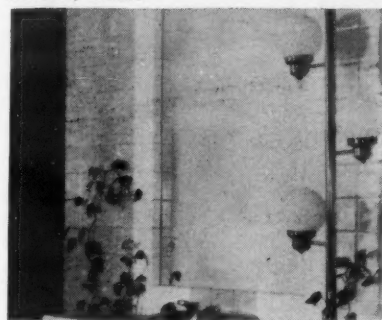
TRADE-WIND Bathroom Combination

An electrically reversible axial flow fan which makes possible either exhausting bathroom air only or forced air heating in a variety of combinations plus lighting is a feature of the latest ceiling light-ventilator-heater combination bathroom unit announced by Trade-Wind.

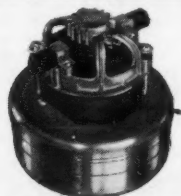
This Trade-Wind Trio produces a combination of instantaneous radiant and convected heat. It has a smart louvered, chrome-plated aluminum grille that directs heat downward into the room. And albatross lenses diffuse the light from 2 60w lamps.

Control by means of a remote wall switch furnished with the unit makes it possible to provide 5 different combinations of air conditioning the bathroom as follows: It can be used

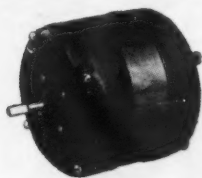
(1) as a heater only; (2) as a light only; (3) as a combination light and heater; (4) to exhaust only; (5) to exhaust in conjunction with lights. Trade-Wind Div., Robbins & Myers, Inc., 7755 Paramount Place, Pico Rivera, Calif.



Skeleton frame motor for vegetable juicer. Frame 3 3/4 x 1 1/4



1/4 Horsepower motor with two-stage fan—the standard for high performance domestic canister-type cleaners



Four-pole permanent split capacitor motor for fan drives, such as hair dryers. Frame 4 1/4 x 1 1/4

YOU CAN FEATURE MOTOR PERFORMANCE

when the appliance is powered with a . . .



Today's value-conscious customers are interested in knowing why your motor operated appliances are a better buy. When the appliance is powered with a Lamb Electric Motor, you can tell them about the outstanding performance of the motor — it's quiet, dependable operation; its long life; and the fact that it was built by a company which has specialized in small motors for 45 years. This is a good point to keep in mind when you are selling . . . and buying motor operated appliances.

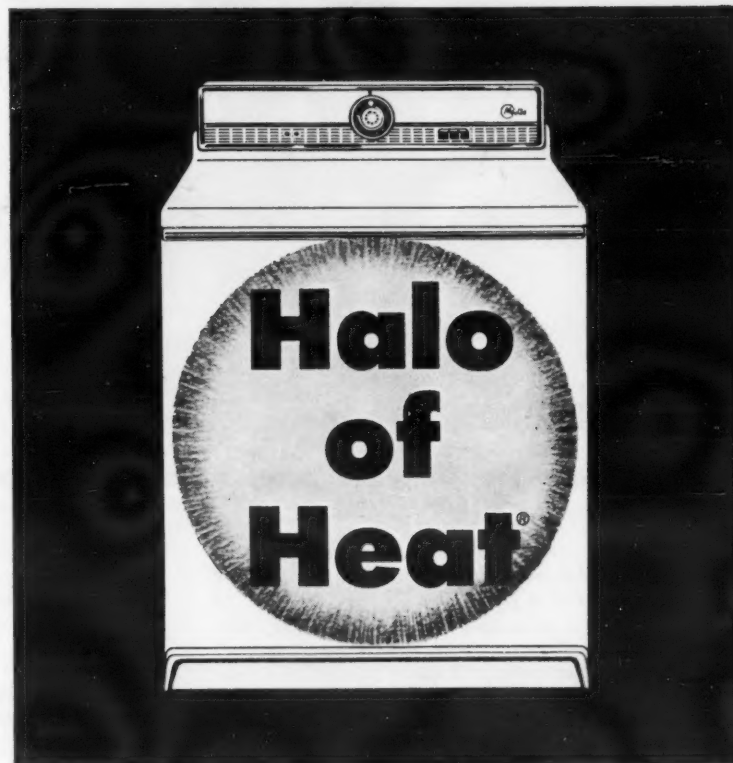
THE **Lamb** ELECTRIC COMPANY
KENT, OHIO

A Division of American Machine and Metals, Inc.

In Canada: Lamb Electric — Division of Sangame Company Ltd. — Leaside, Ontario

FAST BUT GENTLE MAYTAG

The Maytag Company, Newton, Iowa



DRYERS

DISTRIBUTOR APPOINTMENTS

WARING PRODUCTS CORP.—

Gayle and Dee Co., Medford, N. J., as manufacturer's representatives for electrical housewares in southern and central New Jersey, eastern Pennsylvania, Delaware, Maryland, Washington D. C. and Virginia.

AUDAX INC.—

Syd Jurin Co. of Los Angeles as manufacturer's representative for So. California.

QUICFREZ, INC.—

O. V. Jolley, Houston, and T. H. Pipkin, Dallas, for the northern and southern counties, respectively, of Texas, as manufacturer's representatives.

DISTRIBUTOR NEWS

Graybar Electric Co., Inc. has appointed Richard L. Turner local manager for appliance sales in Omaha. He was a salesman in the appliance division at Kansas City.

International Telephone and Telegraph Corp. has formed a distributor products division to supply U. S. electronic parts distributors with high fidelity speakers, vacuum tubes and other electronic components. Frank M. Viles Jr. was appointed president of the new divisions.

Jay E. Bass, president and controlling stockholder of Nation Wide Radio Co. of Chicago, has purchased all capital stock of Walker-Jimieson, electronic parts distributor of

Chicago. Ralph E. Walker and Russel Jimieson, former owners, will remain as consultants.

Kenneth Gurley has been appointed regional manager of the Maytag Company's New Orleans branch. James Maupin, former regional manager, was transferred to Maupin's territory out of Baton Rouge.

Westward, Inc. has been organized as Intermountain area distributor for Admiral Corp. It takes over Admiral from ZCMI distributors, a division of the ZCMI department store, controlled by the Church of Jesus Christ of the Latter Day Saints (Mormon). ZCMI liquidated its distributor outlet.

Officers of the new company are: president, Walter J. Michelsen, former vice president and general

sales manager of General Appliance Co.; vice president, B. L. (Brick) Wood, businessman and sports figure; secretary-treasurer, Gilbert S. Sheets.

Pentron Sales Co. Inc. has appointed Harry Gelfman as sales manager of its new factory branch for the New York metropolitan area. Arthur Weiss was named general manager of the branch in Woodside, L. I., N. Y.

Formation of Columbia Phonograph Distributors of Chicago has been announced. John J. Perry will be branch manager of the new organization, with headquarters in the Merchandise Mart. The company will handle all Columbia consumer products in the Chicago area.

Whirlpool Corp. has completed an intensive training program for 500 distributor salesmen who have been introduced to the 1961 line of RCA Whirlpool home laundry appliances and mid-season refrigerator, range and home cleaner specials. Twenty-six sales training specialists worked in 19 regional training sites with the distributor salesmen.

Household Appliance Distributors, Inc., Philco outlet in Miami owned by Ted and Lou Pritikin since 1949, was transferred to Crawford Distributors, Inc., headed by Earl Crawford, former president of Household who resigned a month ago. The inventory of the former company was transferred to the Philco Corp., which then appointed Crawford as its distributor. The move involved Household's Jacksonville, Fla., branch and the Savannah, Ga., territory.

The quality of
KitchenAid®
THE DEALER'S DISHWASHER
plus promotional aids
helps you sell



KITCHENAID... the finest made... by Hobart... The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines.

A quality product backed by a continuing promotional program makes a profitable combination for any dealer—and that is what KitchenAid dealers get.

First, a complete line of the finest dishwashers made, with every model featuring the exclusive Hobart power-washing action. No KitchenAid dishwasher has a skinny, short tube which squirts tiny streams of water or a weak splasher that depends on dish deflection for coverage. KitchenAid has a man-sized wash arm that extends the full width of the porcelain enamel wash chamber. Every piece of tableware is scrubbed clean with an exclusive, high-velocity wash action. Flowing, sanitized hot-air drying is another KitchenAid exclusive.

Continuous national advertising to the consumer, regular participation in trade shows, model homes, builder promotions, TV shows and other specials keep the KitchenAid name constantly before your prospects. Point-of-sale material, displays, newspaper ad mats, radio and TV commercials for local participation, colorful brochures and mailers are available.

KitchenAid dealers are backed to the limit in every way possible. And they sell a quality product that makes satisfied customers who remember the dealer they can depend on when they're ready for another purchase.

KitchenAid Home Dishwasher Division, Dept. KEM
The Hobart Manufacturing Co., Troy, Ohio

Please send complete information on the full line of KitchenAid dishwashers.

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____

There are
plus profits
in Paragon
appliance
timers



Write:

PARAGON
ELECTRIC COMPANY

1638 Twelfth St. • Two Rivers, Wis.

TIME IS MONEY — CONTROL IT WITH PARAGON

Each time you specify **KitchenAid**...it starts to sell for you

U. K. Refrigerator Troubles

Government backing and filling with consumer credit controls have left the appliance industry in a quandary across the sea in Great Britain

A change in heart by the chancellor of the Exchequer and a new wave of competitively priced imports, built to resemble home-made products, have left the British refrigerator picture in a bit of a stew. Dealers inventories are up sharply and manufacturers, in turn, have been forced to trim their production.

That's the germ of the report Norman F. T. Saunders, managing director of Kelvinator, Ltd., and past chairman of the British Refrigerator Assn., made in Detroit.

British appliance people tend to blame the muddle on the chancellor—he's roughly the equivalent of our Treasury secretary—and his consumer credit policies. Saunders explained it this way:

Two years ago, the British government ended consumer credit restrictions—against the advice of the appliance industry which foresaw a mushrooming demand it could not meet. With restrictions off, refrigerator sales zoomed from a half-million units in 1958 to a million last year.

Riding the crest of the boom, manufacturers expanded their plants, dealers boosted inventories and foreign producers began to export to England.

Last April, the government reversed itself, reinstating the 20% down payment and limiting credit to two years. The result was a quickly glutted appliance market. Says Saunders:

"There was nothing wrong with reinstating the same controls that were lifted two years ago. But it was the timing. Now the retail trade with high inventories is cutting back on factory purchases and the manufacturers are forced to reduce production."

Saunders also favors government action to block imports from being "masqueraded as British-made refrigerators."

Many imports use British-sounding names and because appliances aren't universal throughout England, customers aren't skillful enough to spot the pieces as imports.

Saunders' idea is a regulation requiring importers to list the country of origin somewhere on the front of each refrigerator.

Sticking closer to home Saunders said Kelvinator sales were up 35% in England, despite "retailers failing to maintain inventories as they try to reduce their backlog of foreign-made refrigerators."

Kelvinator's answer? An ad campaign which preaches, "You may find more difficulty in getting a Kelvinator than a refrigerator with an unknown name. Demand a British-Made Kelvinator—the investment of a lifetime."

**NEW ROOM TYPE HUMIDIFIER—STEAM FREE
NO CONDENSATION—INSTANT CONTROLLED HUMIDITY
AT ROOM TEMPERATURE.**

A continuous process of "accelerated evaporation" that produces an atmosphere with 85 to 90% relative humidity at 5° above room temperature which is readily equalized into the room without condensation. Colors—ivory, pink, turquoise.



Contact your electrical distributor or write to

ROTHERM ENGINEERING CO. INC. 7280 W. Devon Ave., Chicago 31, Ill.

Patented

**THIS AD IS
WORTH \$80**



Nationally advertised at \$329.00

Complete with steam gun, rubber tires, hose — ready to go!

**RECONDITION REFRIGERATORS,
CLEAN AIR CONDITIONERS**

Flush and dissolve at a blast stubborn grease, grime and molds. Rejuvenate rubber, disinfect and deodorize refrigerators inside and out. Clean condenser and buff the finish for painting. Clean air conditioning units, vaporators and condensers without bending fins. All in a matter of minutes!

**CENTURY
STEAM CLEANER**

GUARANTEED for LIFE!

FAST — develops 80-100 lbs. of steam in 90 seconds!

OIL FIRED — full day's operation with one filling. Gas model available.

ABSOLUTELY SAFE — Safety pop-off valve, visible steam gauge.

FULLY AUTOMATIC — Just push the start button!

PRACTICALLY SERVICE FREE

HOT WATER RINSE

Contact your manufacturer's service dept. or send in this coupon today!

ELECTRONICS, INC.

1200 East Cherry, Vermillion, S. D.

☐ Enclosed is ad worth \$80. Please send full information on Century offer to authorized appliance dealers.

☐ Ship _____ Century motor cleaner. Enclosed is check for \$249.00 less 3% discount.

☐ I am interested in a dealership for steam cleaners.

Name _____

Firm _____

Address _____

City _____

**NO
VENT
NEEDED**

MAYTAG

The Maytag Company, Newton, Iowa



DRYERS

A DEALER SALESMAN *says*

'Sell Your Friendship And Sell Merchandise'

Honey works not only with bees. It works with C's also—customers. It pays to be sunshiny with your customer. A burgeoning smile on your rugged visage can make as many sales as the proper pitch.

When I say friendship, I mean that the salesman should radiate that small-town type of neighborliness—especially if he's in a big-town shopping area. If you approach the buyer like a politician on Elec-

tion Day, you can make the average customer feel like he owes you an order.

I start off by asking the customer his first name after I've spied with him a few minutes. From then on he's Joe or Bob or Irving to me. And who doesn't warm up when he is addressed by his given monicker?

And by the time I am finished,

you may bet he is calling me by my first name, too—like we are the best of friends. And it's far easier to sell a friend.

Do not overlook the importance of playing up to the customer's kids if they are with him. I stare fondly into the freckled, snaggle-tooth face of the kid, pat his shaggy crown, and avow to the customer how handsome is his offspring. After that, many a proud parent will become a pushover to the admirer of his child.

Don't be too proud if the customer is carrying a baby to chuck the chin a couple of times and make with the baby talk. To outsiders it may appear foolish, but it's good salesmanship. Keeping a box of lollipops on hand for the young ones has saved me many a sale. When

parent customers look around apprehensively as their heir starts a rumpus in the middle of my pitch, I simply go for my box of lollies and stick one in the little one's mouth with excellent results.

In the course of your pitch, do not forget to show some interest in the customer himself. Stray a bit to ask him about himself, his kin, his job, his car, his house. Nine out of ten customers warm up to the salesman who appears a bit interested in them as persons rather than as commissions. Like the other night I have this guy and his wife on a refrigerator. I spend a lot of time, think I have the sale, then the guy turns to his wife and says, "Okay, Honey, let us go home and think about it and decide tomorrow. After all, this is a big expense." I know this means goodbye.

"I know what you mean," I say. "I just had a big expense with my car." Before I know it, we are exchanging troubles. And before I know it, I have the order.

Remember, no customer is too humble to merit your palship. I have sold a dozen ranges at one clip by being nice to prim little old ladies (they turned out to be tenement house owners).

Also I am nice to oddballs with results. A couple of days ago, a bearded character in jeans, T-shirt, soiled bucks and dark glasses bounces in and says something to me which sounds like, "Man, I want one of them crazy windmills like you got in the window."

Now to someone else, a beatnik after a fan is a bother. To me everyone's a potential buyer because I like to eat. So I treat the beat like he's any normal customer, get with it, and start selling him something to cool off his pad. I sell up, and it works. Before he prances out he leaves me \$25 deposit on an air conditioner.

Friendship—it's not so crazy, man!

ABOUT THE AUTHOR—For reasons which become obvious as you read this column, the author does not wish to be identified. He is, however, exactly what he claims to be—a hard-working retail salesman who has problems (and solutions) which he shares with you here once a month.

UTILITY NEWS

Portland's Mayor Terry D. Schrunk has requested a study to determine whether the city should purchase Pacific Power & Light Co. facilities in Portland. United Business Associates, Inc., a group which has frequently appeared to give testimony on the public power side in hearings, suggested that the city make the purchase. PP&L's franchise, serving about 40% of Portland, contains a purchase option clause. Portland General Electric Co., the city's other utility, has no such purchase option in its franchise.

Pennsylvania Electric Co., headquartered in Erie, reported air conditioner sales led all other major appliance categories in its 32-county territory during the first four months of 1960. Unit sales by 622 reporting dealers hit 589, a 48% gain over the comparable period in 1959. One big reason for the gain, according to dealers: Penelec's cooperative advertising and promotions.

only from
Arvin you get

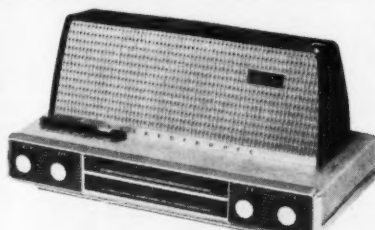
FM 6-Tube Radio, **\$29.95** retail!



Already a smashing sales success! Sell more of your FM play with a 6-TUBE SET IN THE 5-TUBE PRICE CLASS! Rich-toned reception. Extra-sensitive tuning. Wrap-around styling. Line cord antenna, plus outside terminal. Model 30R12 Persimmon, model 30R18 Sandstone, ret. \$29.95*. Fully discounted for full profit!

and
push-button
Stereo-Radio

AM-FM-Stereo with full-function push button control! Can receive AM and FM at the same time for true Stereo! 9 tubes, 2 rectifiers, 3 diodes. New "Voltage Doubler" circuit. Two balanced speakers. Model 3586, Jet Black and Gray, ret. \$100.*



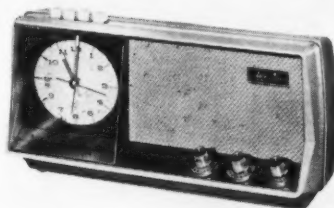
The ultimate in AM-FM table radios! Dual speakers with cross-over network. Automatic frequency control. Push-pull circuit. 1 diode and 6 tubes plus rectifier. Handsome wrap-around styling. Model 30R58, Taupe, ret. \$75.*



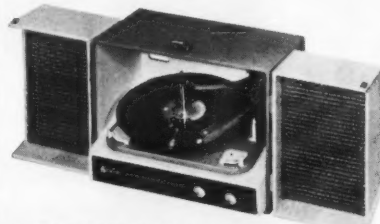
and
dual-speaker
AM/FM Radio

and
push-button
Clock Radio

A full feature 5-tube clock radio with Arvin's new electronic memory unit—"Repeat-A-Call"! Pushing a button resets alarm and radio for 10, 30, 45 or 60 minutes of extra sleep. Model 50R67 Bone White, ret. \$49.95*



and
true stereo
Portable
Phonograph



Two balanced 5" speakers swing out or detach up to 20 feet apart for console-like stereo! Dual channel sound fidelity. 2 amplifiers, 2 tubes plus rectifier. Four speed changer. Compact, handsome wood cabinet. Model 80P78, ret. \$69.95*

*Slightly higher far West.

and more
in a Complete,
Feature-Loaded Line!

Get set for more profits! Get all the facts now by calling your Arvin Distributor or the Arvin Radio Sales Department in Columbus, Indiana.

See the complete Arvin line at Arvin's Sales Offices in New York or Chicago. Space 612, 1150 Broadway, New York; Spaces 501-2, American Furniture Mart, Chicago.

Colorful Arvin ads in leading national magazines are pre-selling for you right now!



'Soft-Sell' LILCO Push Moves 2,493 Dishwashers

Long Island Lighting Co. was "delighted" with the results of what was planned as a two-month softening up phase for its fall hard-sell push

LILCO called its promotion, which ran from April 1 to May 31, an "educational" campaign to prepare customers for a concentrated selling program in November and December.

But the education angle paid off sooner than LILCO expected. Results of the two-month effort: LILCO authorized appliance dealers sold 2,493 units.

"We had set a tentative goal of 3,500 units to give our people a high goal to shoot at, Howard R. Gravatt, coordinator of dealer promotions and planning said. "But we hadn't promoted dishwashers in several years and so had no idea how many dishwashers would be sold at this time."

NEMA's 1960 theme, "An electric dishwasher adds extra hours to every day," was LILCO's message. And more than 60,000 NEMA direct mail folders carried it.

The "extra hours" theme was repeated in daily and weekly newspaper ads through Nassau and Suffolk counties. Car cards urged commuting businessmen and their shopping wives, "Don't be a dishwasher—buy one!"

To flush prospects with a live interest in dishwashers, LILCO sent out a postage-paid replay card offering a free brochure, "Dishwasher Digest," stressing the appliance's time-saving benefits.

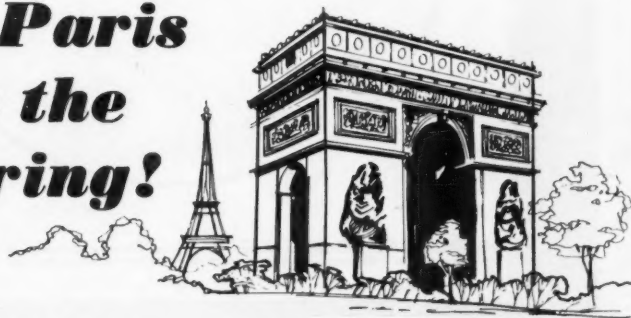
To build dealer interest, LILCO distributed NEMA appliance dealer flyers which talked dishwasher volume-and-profit potential. LILCO also supplied dealers with in-store display and direct mail material. Other angles: A consumer contest with dishwasher and housewares prices and in-store demos.

Final plans for LILCO's hard-sell pre-Christmas dishwasher promotion are not yet firm. But Gravatt said this much: "We'll be a lot more aggressive at that time . . . We feel a lot of sales which were begun this spring are going to be closed in November and December."

UTILITY NEWS

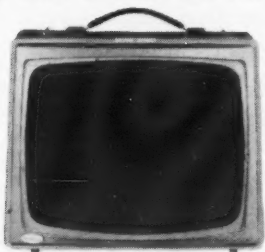
Groundbreaking ceremonies near Atlanta, Ga., marked the start of work on what will be one of the South's largest steam-electric plants. Planned by the Georgia Power Co., the \$76 million McDonough plant will have two 250,000 kilowatt generating units. GP President John J. McDonough, for whom the new plant is named, said the facility will produce enough electricity to supply more than a million homes.

See Paris in the Spring!



Hoffman's sending over 2,000 people to Paris next May. Want to come along? See your Hoffman distributor . . . and see how easy it is.

Fly SAS Jets in 1st Class Luxury **Suivons Hoffman '61**



See profits right now!

Hoffman Compactable 19—The most console-featured portable going!

There's no TV, Stereo Hi-Fi, Radio . . . quite like Hoffman Hoffman Electronics Corp., 6200 So. Avalon Blvd., Los Angeles 3, Calif.

NO HOT SPOTS

MAYTAG

The Maytag Company, Newton, Iowa

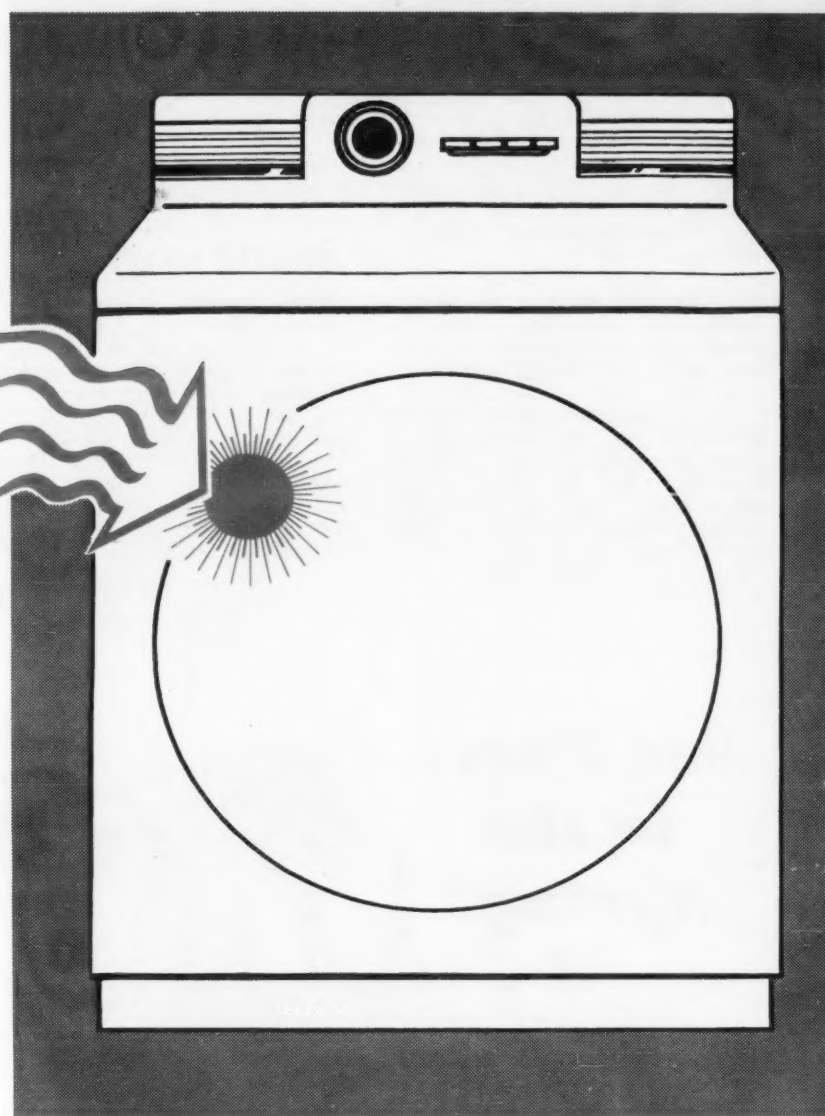


DRYERS

STILL THE ONLY IMP IN DR

OTHER DRYERS DO THIS: TOO HOT IN ONE SPOT

Heat concentrated in one "hot spot" makes clothes feel harsh, bakes in wrinkles, makes ironing difficult. Overdrying is common because clothes come in contact with heat as high as 200°.



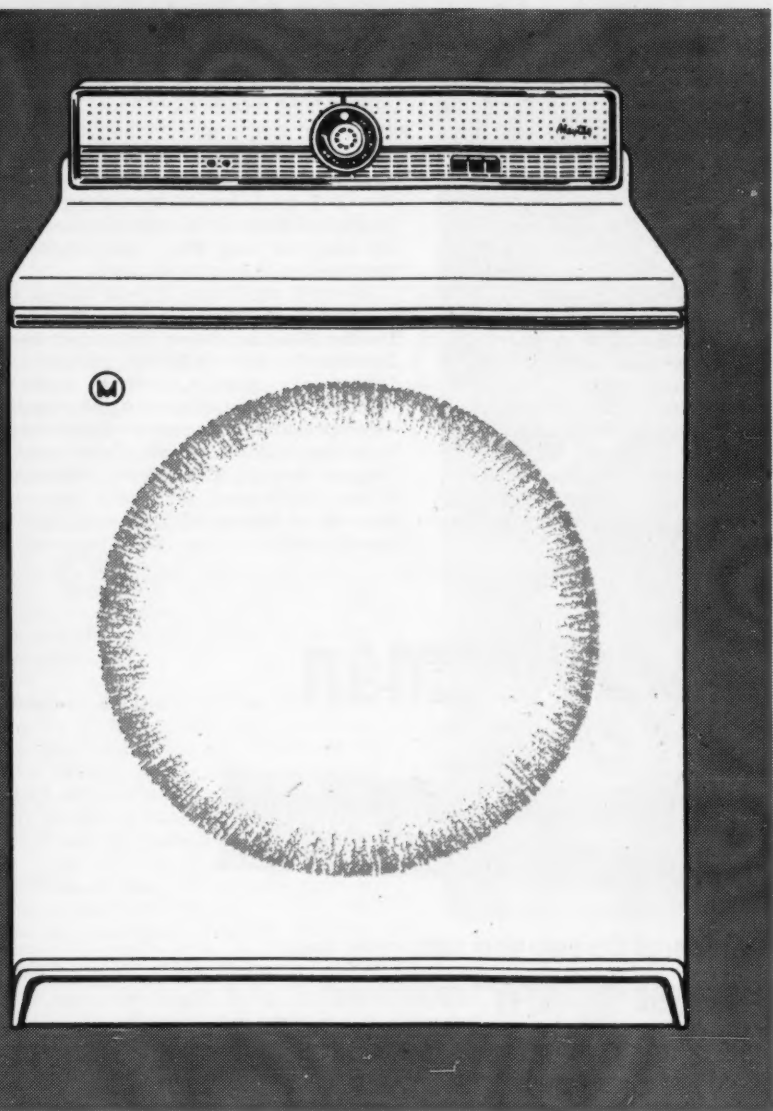
Sales proved! The big difference in dryers is still Maytag's exclusive drying principle. Famous "no hot spot" drying sets Maytag Halo of Heat Dryers apart from the herd.

Maytag's exclusive "no hot spots" principle makes good sense to your customer. So will these other important Maytag features: Air inside is changed every other second, filtered free of dust and dirt. There's a safety door plus an automatic sprinkler. And the cabinet is made of zinc-coated steel to protect against rust.

Modern fabrics? Removing wrinkles from Wash 'n Wear is a Maytag Dryer specialty. And most important, when you sell a Maytag Dryer, you're selling dependability.

MAYTAG Ha

SALES **IMPORTANT DIFFERENCE** **DRYERS**



MAYTAG HALO OF HEAT® DRYERS HAVE NO HOT SPOTS

MAYTAG DRYER DOES THIS. No hot spots!
A gentle circle of heat surrounds clothes...
fast-dries full load in 26 to 35 minutes at a
safe, low 135°. Clothes dry fluffy with fewer
wrinkles.

MAYTAG—the only complete line of dryers from one source—a fact that lets you sell her exactly what she wants without carrying a flock of brands:

ELECTRIC or GAS • NO-VENT or VENT • COLORS or WHITE. Most important, there's a model for every budget. Write, wire or phone your Maytag Regional Manager or Distributor.

The Maytag Company, Newton, Iowa

HALO OF HEAT DRYERS

Here Is The Best Appliance Truck Money Can Buy Because Only The

Escort®

OFFERS YOU EXCLUSIVELY THESE TWO FEATURES

1 ALL-STEEL RATCHET STRAP TIGHTENER WITH AUTOMATIC STRAP RECOIL!

This new ratchet quickly and easily tightens strap around load. When loosened, spring action automatically rewinds the strap in a neat coil, out of the way and instantly ready for its next use. A real time saver! EXCLUSIVE ON THE ESCORT!

2 FAMOUS ROLLER BEARING CRAWLER TREAD!

This ESCORT feature allows you to roll the loaded truck up and down stairs with a minimum of time and effort. A real back saver! EXCLUSIVE ON THE ESCORT!

WRITE, CALL OR WIRE TODAY
For Full Details And Descriptive Literature

STEVENS APPLIANCE TRUCK CO.
DEPT. E BOX 897
AUGUSTA, GA.



MODEL MRT
Magnesium Light!
Magnesium Strong!

MODEL SRT
Rugged, All-Steel Construction

Escort
APPLIANCE TRUCKS

SOLD ON A MONEY-BACK GUARANTEE!



'Consumer Relations' Earns Award

NATIONAL ALLIANCE OF TELEVISION AND SERVICE Associations has given an award to CBS Electronics for "creating better customer relations." At ceremony, from left: J. H. Hauser, distributor sales manager; Frank J. Moch, NATESA executive director; A. L. Chapman, CBS Electronics president; Mac Metoyer, NATESA president; R. V. Bontecou, CBS Electronics vice president of marketing.

ASSOCIATION NEWS

Joseph B. Schaeffer, manager of contract services for the Sachs Electric Corp., has been elected president of the St. Louis Electrical Board of Trade. He succeeds William A. Mann of G-E. The board is composed of electrical industry people.

Other officers are: first vice president, Joe Bussmann Jr., Bussmann Manufacturing Co.; second vice president, Eugene R. Kropp, Union Electric Co.; treasurer, C. E. Butler Jr., Butler Electric Co. Harry Guest, formerly secretary-manager of the board, was appointed executive vice president.

International Assn. of Electrical Leagues will hold its conference Oct. 5-7 in Kansas City where the Electrical Assn. of Kansas City will be host for the 25th anniversary meeting of the organization.

Colorado Appliance and Retail Dealer Assn. has been organized in Denver. It is a NARDA chapter. Officers are: president, W. F. Martin, Colfax Radio and Appliance; vice president, Leonard Robohm, Robohm Appliance and Television Co.; secretary, Mrs. Nessie Nides, Nides Appliances, Inc.; and treasurer, Sam Bloom of Downings Incorporated.

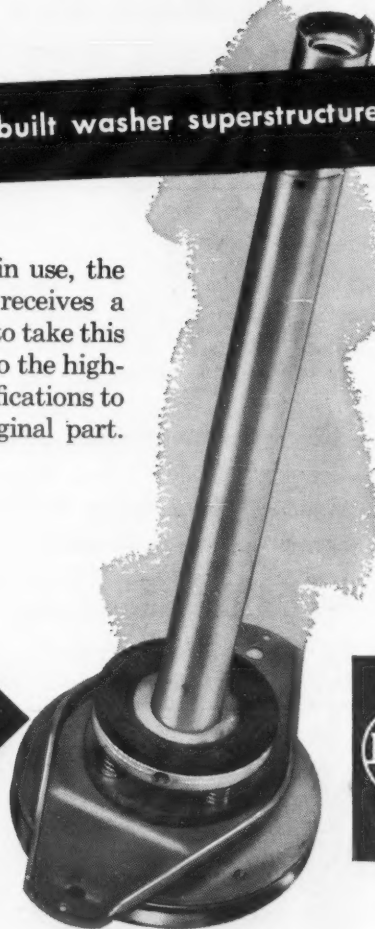
Make no mistake, Mr. Serviceman

When you use a rebuilt washer superstructure, you endanger your service profits!

Every day the washer is in use, the superstructure assembly receives a brutal pounding. In order to take this beating, it must be made to the highest quality, precision specifications to fit right, just like the original part.

Whirlpool Corporation sells only new original genuine FSP replacement superstructures...they are never rebuilt

Don't take a chance on rebuilt superstructures! You might save a few pennies in purchase price compared with a new, quality FSP superstructure, but you also could well be letting yourself in for an expensive call-back. Your service reputation is also at stake; don't endanger it with false economies. Play safe with quality FSP parts. They fit right, work right, last long, and protect your service profit.



Factory Specification Parts for
Whirlpool HOME APPLIANCES
meet the toughest specifications in the industry

Service Division, Whirlpool Corporation, St. Joseph, Michigan

Use all trademarks and RCA authorized by trademark owner Radio Corporation of America

Industry Execs Turn Professor

CONTINUED FROM PAGE 2

The professors took seats in the audience for an hour a day at the week-long NARDA Institute of Management to listen, with their dealer-students to FTC Chairman Earl Kintner (see page 1), Dan Packard, ex-Kelvinator veteran now with Geyer, Morey, Madden & Ballard ad agency, William Wichman, General Electric vice president and general manager of Hotpoint, John Burns, president of RCA, and Joseph B. Elliott, former RCA veteran now president of York division of Borg-Warner, discuss varying phases of industry.

Elliott criticized the air conditioning

industry for lagging behind the automotive industry and the rest of the appliance business in its selling job.

Half the new cars in the next five years will be air conditioned, he said, yet only 8% of the homes are now air conditioned. Unless something is done to sell the public on benefits of home cooling "only 20% of this vast potential market will have air conditioning by 1975."

Air conditioning manufacturers and dealers must learn to sell benefits as other segments of the appliance industry have done, Elliott said. He looks for further advances in gas air conditioning and noted that York's own thermoelectric air conditioning for submarines is far away from being mass produced. He feels thermoelectric cooling itself is far from being economical enough to

buy and operate at the present time.

Elliott did see, however, a rise in the potential for absorption systems in residential cooling in the next couple of years. "This is certainly a logical development of a highly efficient, quiet and dependable type of year-round heating and cooling system."

RCA's Burns characterized color TV as a \$100 million-a-year business—if you include all the sets sold by all makers, service, broadcast equipment and colorcast sales by independent broadcasters. He explained that despite RCA's interest in computers, military and space electronics, it is no less interested in the consumer product area. He feels both areas of activity produce an interchange of ideas and "will build a more progressive, more profitable consumer business for all of us."

Hotpoint's Wichman took a philosophical tack and gave his luncheon audience his recommended retailer's master plan. The dealer, he said, should: 1) select the products and services he's going to offer; 2) determine the class of customer he chooses to sell merchandise; 3) aim for definite sales volume; 4) develop competitive value leadership; 5) develop sales merchandising effectiveness; 6) integrate all plans to achieve productivity, profitability.

Without using the words "builder business," Wichman tried to give the dealers a message which would help them stomach inevitable increase in this area of manufacturer activity: "Appliances which are not sold as such but as part of something large—a home, a kitchen—are an increasing factor to be reckoned with by all dealers."

'Up Standards... Or New Laws'

CONTINUED FROM PAGE 1
laws to restrict the American businessman."

A dealer rose to challenge Kintner, waving over his head a current newspaper ad from a key appliance account in the Washington market. "What are you going to do about deceptive ads right here in your own Washington area?" the dealer cried. It was then that Kintner revealed his special D. C. task force.

"The nation's capital should be a showcase," Kintner answered. The success of his super task force may eventually have repercussions throughout the country as FTC learns more tricks right in its own backyard.

Kintner declined further discussion of the S. Klien case since it is now in the trial stage. At the heart of the matter is the FTC contention that ads in a newspaper which travels across a state line subjects advertisers to commission codes.

Dealers at the school were split on their reactions to the Klien and D. C. activity. Former NARDA President Mort Farr predicted that Kintner's news of the two would be the most important information to come out of the week-long school curriculum. He predicted that an FTC triumph would open the door to massive cleanup of deceptive practices at the dealer level. Others felt the actions were two more governmental millstones tied around the neck of the business.

What about deceptive customers? Dealer Sam Boyd, Bailey-Wagner, Springfield, Mass., suggested that the customer often was responsible for creating retail practices considered deceptive, why do you not expand the FTC Codes to include deceptive tactics by customers, he asked.

As ye sow . . . Hoosier-born Kintner would have none of the suggestion. He quipped: "It seems that there are not only crooks among businessmen, but among the customers of businessmen also. Perhaps this is because you've been teaching your grandmothers to suck eggs all these years. Perhaps you're just reaping what you've been sowing!"



Make extra profit on every clothes dryer you sell - with FLEX-VENT® Kits

New improved FLEX-VENT construction! New promotion materials to help you sell it!

Now's your chance to make extra profits — selling FLEX-VENT Kits. Only FLEX-VENT offers you the promotion materials you need to help sell dryer venting equipment!

Every clothes dryer owner is a prospect. Here's why: FLEX-VENT protects woodwork, wallpaper, paint against damage due to heat, lint, moisture. And . . . records show vented dryers require less service calls.

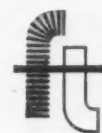


New sales aids help you promote FLEX-VENT to dryer owners.

Biggest news in the FLEX-VENT Kit is its rugged-er-than-ever aluminum hood. Made of a special aluminum alloy to give 25% greater stiffness! The porcelain-white flexible tubing in the FLEX-VENT Kit is flameproof, moisture-proof, guaranteed not to rust.

FLEX-VENT comes in complete kits and in bulk parts . . . designed for fast, easy installation.

Don't miss out on this profit-making opportunity! Contact your Parts Jobber or Distributor today. Flexible Tubing Corporation, 188 New Whitfield St., Guilford, Connecticut.



Flexible Tubing
CORPORATION

GUILFORD, CONNECTICUT
Anaheim (Los Angeles) • Hillside (Chicago)

'How Do You Make A Buck?'

CONTINUED FROM PAGE 2

the cold weather which sliced into air conditioner sales and they found TV a high-point in a generally fair-to-poor year.

"How do you make a buck in this racket?" was the most frequently asked question. "I wish I knew," was the usual answer.

A dealer from the South pointed to his student notebook and laughed. "Maybe the answer's in here," he drawled. "It better be."

Humorous spots—and some gripes—popped up through the week.

Food lines were slow, coffee with cream cost an extra three cents and

ash trays were scarce. Air conditioners in sprightly, new Hughes Hall weren't adjusted properly; while Washington roasted in a soggy heat wave students sat chilled in their rooms.

But these were minor points . . . and there were compensations. While the fourth, fifth and sixth floors of Hughes Hall were reserved for NARDA, the seventh housed a herd of young female students.

A university house mother, charged with the safety of the girls, stood beside the elevators one morning, muttering, "I'm just waiting for one of these men to try for the seventh floor."

Dealers grinned, ogled the girls for a moment—and then trudged off to another lecture. Because no one came to Washington for a holiday.

LETTER To The EDITOR

What About CBS?

EDITOR, EM WEEK:

I like your magazine very much. It really has up-to-date news for dealers and it arrives promptly at 11:30 A.M. each Monday. One big question hits me each week in your "This Week's Color TV": Why not

print CBS and ABC color also?

Again thanking you for a wonderful mag. I just don't know how you can do it so efficiently at such a nominal subscription!

JOHN SAUNDERSON
SAUNDERSON ELECTRONICS
MUNCIE, IND.

ABC is not transmitting color television programs. Those few sent by CBS have been listed in EM Week's color television schedule, which is designed to aid dealers in demonstrating color television receivers for customers. But the CBS schedule amounts to only a handful of programs a year.

EM Week welcomes expressions of opinion from its readers for publication, subject, of course, to final editing and approval by editors.

NAUTILUS puts you in the AIR PURIFIER business with this introductory offer!

You'll sell the wonderful new NAUTILUS AIR PURIFIER fast with this display rack! Use it on your floor or counter . . . it's FREE with your order of just 6 units!

YOU ALSO GET THESE HARD-WORKING SALES HELPS FREE WITH YOUR 6-UNIT ORDER!

FREE SUPPLY OF CONSUMER FOLDERS • 4-COLOR CATALOG SHEETS
NEWSPAPER AD MATS • RADIO SPOT ANNOUNCEMENTS

NAUTILUS AIR PURIFIER cleans smoky, stale air . . . as no other portable can!

It's the only unit with 5 filters to trap dust, pollen, lint, odors and smoke! Pulls bad air in through all 4 sides. Scrubs air clean, first with a germicidal ScottFoam* filter—then with 4 Activated Charcoal filters containing 2 pounds of the same air-purifying material used on the atomic sub Nautilus. Adds no perfumes or potentially dangerous ozone to "mask" foul air . . . constantly recirculates pure air.

GET IN BUSINESS—PLACE YOUR 6-UNIT ORDER TODAY!

*T.M. Patent Pending



Major Industries, Inc., 505 N. La Salle St., Chicago 10, Ill.

YES! Send me full information and prices on your new NAUTILUS AIR PURIFIER

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____

Philco Will Sell Reverb By Mail

When the postman rings, you may hear faint concert-hall echoes. The U. S. Mail is the latest addition to the list of media carrying Philco's reverbaphonic sound messages.

In an upcoming promotion, national advertising and department store mailings will urge consumers to send for a self-mailing record. Philco will suggest they play the disc at home, then listen to the same record on a "Philco Reverbaphonic Sound" phonograph at a local store.

The company has ordered more than a quarter of a million self-mailing "Auravision" records from Columbia Transcriptions, a division of Columbia Radio. The discs are similar to the ones Remington Rand used for a push last Christmas. This time, though, music is by Percy Faith; the Philco pitch is by Patrice Munsel.

Columbia Transcriptions introduced its "Auravision" process five years ago. Since then the self-mailing records have been used for such things as Christmas cards, direct mail charity appeals and—most spectacularly—magazine inserts.

Remington Rand was the first company to use a hi-fi "Auravision" recording in a national magazine ad. Last Christmas season in an electric shaver promotion, the company distributed over 6 million discs through its advertising in "Look."

BVI's Latest Is A Built-In

An electric can opener with all the automatic features of the deluxe countertop model, it's primarily designed for new or remodeled kitchens. Suggested retail price is \$34.95.

BVI's built-in has a white finish which can be painted to match any kitchen color scheme. A metal box and fastenings are provided for fitting in during construction, and the front of the unit is enclosed by a matching door with magnetic latch.

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This index is published as a service. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING WEEK assumes no responsibility for errors or omissions.



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PUBLISHER

HARRY C. HAHN

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DALE R. BAUER

ADVERTISING SALES
MANAGER

WAYNE SMITH

PROMOTION AND
CIRCULATION MANAGER

PETER HUGHES

PRODUCTION MANAGER

MARIE RESTAINO

PRODUCTION
ASSISTANT

DISTRICT MANAGERS

NEW YORK	WARREN S. ACKERMAN RUDY BAUSER Assistant, BRUCE TEPASKE 500 Fifth Avenue, N.Y. 36, N.Y. OX. 5-5959
ATLANTA	RAYMOND K. BURNET 1301 Rhodes-Haverty Building, Atlanta 3, Ga. JA. 3-6951
CHICAGO	ROBERT J. SCANNELL EDWARD J. BRENNAN 520 N. Michigan Avenue, Chicago 11, Ill. MO. 4-5800
DALLAS	JOHN GRANT 901 Vaughn Bldg., Dallas 1, Tex. RI. 7-5117
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SAN FRANCISCO	THOMAS H. CARMODY SCOTT HUBBARD 68 Post Street, San Francisco 4, Cal. DO 2-4600

NEW REPLACEMENT CUSTOMERS
CAN INCREASE YOUR SALES....

BOOST
YOUR
BRAND
by 19%

Appliance retailers in central-cities are continually losing white customers to suburban shopping centers. As a vital replacement, central-city appliance stores are now increasingly dependent upon brand-conscious Negro customers, who spend up to 19% more on a per capita basis for all types of appliances.

This population change-over has been so rapid that some marketing men are amazed to learn that Negroes now account for well over 53% of the total population of Washington, D. C., 31% of Newark, 27% of Detroit and 36% of New Orleans. In light of these changes, your media and big-city marketing strategy must be re-evaluated.

EBONY Magazine is purchased by more Negroes and has more "effective" local coverage of this untapped potential than any other visual medium.

Why not help these central-city retailers boost your brands by 19%? Write for Booklet HF, "Retailers Are Losing Your Customers."



EBONY
"Your Central City
Magazine"
NEW YORK
CHICAGO
LOS ANGELES



RCA Batteries in the new and exclusive Self-Display Cartons

Here are two brand new transistor radio battery assortments that provide you with a complete battery headquarters right on your counter. Each kit contains a complete point-of-purchase inventory of the most popular, fast-moving, transistor radio battery types. When the stock is gone, simply open a new self-display carton. Call your Authorized RCA Battery Distributor today...he'll help put you on the road to bigger and better battery profits in 1960. Ask him for details on the complete RCA 1960 Battery Program including "TOP TAG" Promotions!



The Most Trusted Name in Electronics
RADIO CORPORATION OF AMERICA



PEOPLE In The NEWS

Stromberg-Carlson—Donald F. Kehn was appointed advertising manager of the commercial products division. He was with Gaynor and Ducas, Inc., advertising agency.

Zenith—William R. Campbell was promoted to manager of marketing services for the Zenith Sales Corp. He was district sales representative on the West Coast.

Hoover—R. E. Ludt was named senior vice president and a director of Hoover Worldwide Corp. He was executive assistant to the chairman for California Texas Oil Corp. (Cal-tex).

Manitowoc Equipment—J. W. Coffey was appointed southwest area representative for the Manitowoc appliances division.

Hoffman Electronics Corp.—Jack Smith was named sales manager for the Hoffman Sales Corp., Los Angeles distribution and service subsidiary.

Regal Ware Inc.—Carl Wertz has been promoted to the position of sales manager in charge of the Premium division.



Kehn
of Stromberg



Campbell
of Zenith



Ruttenberg
of Trav-Ler

Trav-Ler Radio Corp.—R. Bruce Ruttenberg has been appointed advertising manager. He succeeds Jerry Friedman, who is no longer with the company.

"Look"—Dale O. Akridge, formerly manager of television advertising and sales promotion for General Electric's TV receiver department, has joined the magazine as a member of the New York advertising sales staff.

Again *Martin* Leads with *High Fidelity Heat*



To completeness of line and Continental Console Styling, Martin now adds a third dimension for volume sales—High-Fidelity Heat. High-Fidelity Heat means more economical, more effective heat—heat that blankets a given area with welcomed warmth. It is the result of 55 years of Martin engineering and experimentation in the field of gas combustion. It gives you a sales plus that will move more Martin Gas Heaters now...and bring back more customers in the months to come.

For more details on Martin Gas Heaters and High-Fidelity Heat, ask your Martin distributor or write direct.



What's Behind Closed Doors?

CONTINUED FROM PAGE 3
worth of working capital for G.E.M.'s operators—and no interest.

All 48 G.E.M. departments are leased. Actually, the agreement between the store and its tenants is more of a license to do business than a lease. And it's instantly revocable, without cause. Marcus called the agreement so airtight that G.E.M.'s lessees are "virtual prisoners of managements. All they get is lots of money."

Lessees handle their own cash, pay G.E.M. on a percentage of volume—not to exceed 10%. Marcus said he knew of only four departments where the percentage hit 9%.

Lessees set their own prices, within certain G.E.M. ground rules. If G.E.M. feels lessees' tickets aren't competitive enough, it can "suggest" that they be changed. On products where pricing in the area is very competitive, G.E.M. tickets may be 50¢ below the going price. In other product areas, G.E.M. may ticket 20-35% below long-margin prices.

Everything is outboard: Credit, delivery on large items, service. And G.E.M. will service only those appliance brands where it does not have a franchise. (It is franchised in every hard goods line except "one or two where we're bootlegging," according to Marcus.) Services on other brands is handled by the usual market facilities.

How does G.E.M. answer the growing cry against it and other closed-door giants? Marcus put it this way: "We put a big store umbrella over the little guy...at least those who have joined us. We've sold them (the customers) faith. We belong to them and they belong to us. We've introduced into retailing a concept of fair retailing that never existed. Caveat emptor can't get in."



"Here's the way our new incentive payment program works: for each day you fail to pay your bill, we double it!"

A Quick Check of **BUSINESS TRENDS**

	LATEST MONTH	Preceding MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1957 = 100)	115	112	110	4.5% up* (April 1960 vs. April 1959)
RETAIL SALES total (\$ billions)	18.7	18.6	18.2	2.7% up (June 1960 vs. June 1959)
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	329	331	341	3.5% down (May 1960 vs. May 1959)
CONSUMER DEBT + + owed to appliance-radio-TV dealers (\$ millions)	276	277	283	2.5% down (May 1960 vs. May 1959)
FAILURES of appliance-radio-TV dealers	28	27	35	20% down (June 1960 vs. June 1959)
HOUSING STARTS (thousands)	129.5	130.2	153.3	15.5% down (June 1960 vs. June 1959)
AUTO OUTPUT (thousands)	104.0**	107.0**	108.2**	3.8% down
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions)	18.7+	18.8+	17.7+	5.6% up (1st quarter 1960 vs. 1st qtr. 1959)
DISPOSABLE INCOME annual rate (\$ billions)	345.3+	340.8+	327.4+	5.5% up (1st quarter 1960 vs. 1st qtr. 1959)
CONSUMER SAVINGS annual rate (\$ billions)	24.6+	23.7+	23.5+	4.7% up (1st quarter 1960 vs. 1st qtr. 1959)
EMPLOYMENT (thousands)	68,579	67,208	67,342	1.8% up (June 1960 vs. June 1959)

*New index being used. Federal Reserve Bulletin, Jan. 1960 (seasonally adjusted).

**Figures are for week ending August 6, 1960 and preceding week (revised).

+ Figures are for quarters.

+ Federal Reserve Bulletin figures (revised).

A Quick Check of **INDUSTRY TRENDS**

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

		1960 (Units)	1959 (Units)	% Change
DISHWASHERS	June	41,600	46,600	-10.73
	6 Mos.	277,600	240,400	+15.47
DRYERS, Clothes, Electric	June	42,047	47,862	-12.15
	6 Mos.	312,328	339,810	-8.09
Gas	June	22,903	22,976	-.32
	6 Mos.	170,269	167,611	+1.59
FOOD WASTE DISPOSERS	June	59,300	64,500	-8.06
	6 Mos.	363,600	350,400	+3.77
FREEZERS	June	106,500	127,600	-16.54
	6 Mos.	574,300	653,000	-12.05
PHONOGRAPH SHIPMENTS	May	181,267	123,166	+47.17
	5 Mos.	1,535,318	1,297,745	+18.31
PHONOGRAPH RETAIL SALES*	May	179,112	152,993	+17.07
	5 Mos.	1,650,926	1,363,315	+21.10
RADIO PRODUCTION (excludes auto)	Week July 29	182,126	144,933	+25.66
	30 Weeks	5,757,084	4,781,700	+20.40
RADIO RETAIL SALES	May	548,322	400,882	+36.78
	5 Mos.	3,175,469	2,480,686	+28.01
TELEVISION PRODUCTION	Week July 29	97,966	92,427	+5.99
	30 Weeks	3,230,666	3,133,075	+3.11
TELEVISION RETAIL SALES	May	334,283	279,536	+19.58
	5 Mos.	2,285,866	1,919,162	+19.11
REFRIGERATORS	June	308,500	361,000	-14.54
	6 Mos.	1,777,700	1,866,300	-4.75
RANGES, Electric—Standard	June	67,700	77,000	-12.08
	6 Mos.	435,300	495,600	-12.17
Built-in	June	58,500	74,400	-21.37
	6 Mos.	348,600	353,300	-1.33
RANGES, Gas—Standard	June	125,000	133,700	-6.51
	6 Mos.	753,700	809,000	-6.84
Built-in	June	42,200	37,200	+13.44
	6 Mos.	176,600	160,400	+10.10
VACUUM CLEANERS	June	245,790	275,974	-10.94
	6 Mos.	1,682,468	1,711,190	-1.68
WASHERS, Automatic & Semi-Auto	June	206,687	258,981	-20.19
	6 Mos.	1,228,852	1,370,239	-10.32
Wringer & Spinner	June	70,268	82,913	-15.25
	6 Mos.	373,854	439,946	-15.02
WASHER-DRYER COMBINATIONS	June	9,812	10,423	-5.86
	6 Mos.	79,866	87,249	-8.46
WATER HEATERS, Electric (Storage)	June	58,300	80,600	-27.67
	6 Mos.	351,200	437,100	-19.65
WATER HEATERS, Gas (Storage)	June	256,200	250,000	+2.48
	6 Mos.	1,351,700	1,542,400	-12.36

*Corrected

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

IT TOOK 73 YEARS
TO BUILD YOUR
1961 COLUMBIA
PHONOGRAPHS

When does the creative engineering of a new line of merchandise start—and how far does it go?

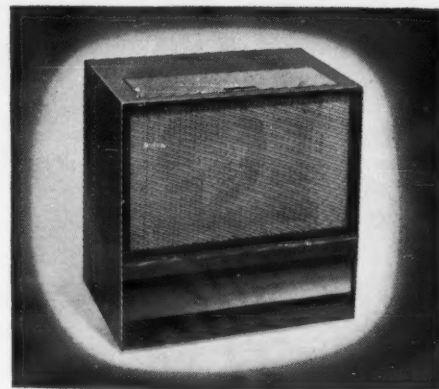
In the case of the new 1961 Columbia Phonographs, the "mental blueprints" began back in 1888 when Columbia manufactured the world's first modern phonograph. CBS Electronics engineers have been pioneering important phonograph contributions ever since. Just 7 years ago, Columbia dealers "had it made" with the hottest selling item in the industry—the famous Columbia "360". The thousands who bought this new compact concept of high fidelity have been selling "Columbia" to their friends ever since. They're with Columbia for keeps. And this kind of acceptance has set up and pre-sold tens of thousands of new customers for the solid new stereo concept of *pure listening pleasure* created by Columbia this year. 73 years of sound experience are obvious in the 1961 Columbia line of 15 models that deliver "The Sound That Takes You There!"

Why sell gimmicks, gadgets, and more confusion when you can sell something *everyone* buys—Pure Pleasure at Popular Prices! Columbia Phonographs, CBS-Electronics, 405 Park Ave., New York 22, N. Y.

Another reason
why **COLUMBIA** means
business in phonographs
—BIG BUSINESS

SELL relief from
winter's desert-dry
indoor air

SELL
the new,
high capacity,
automatic



RP *Aprilaire*[®]

The Finest in Forced Humidification

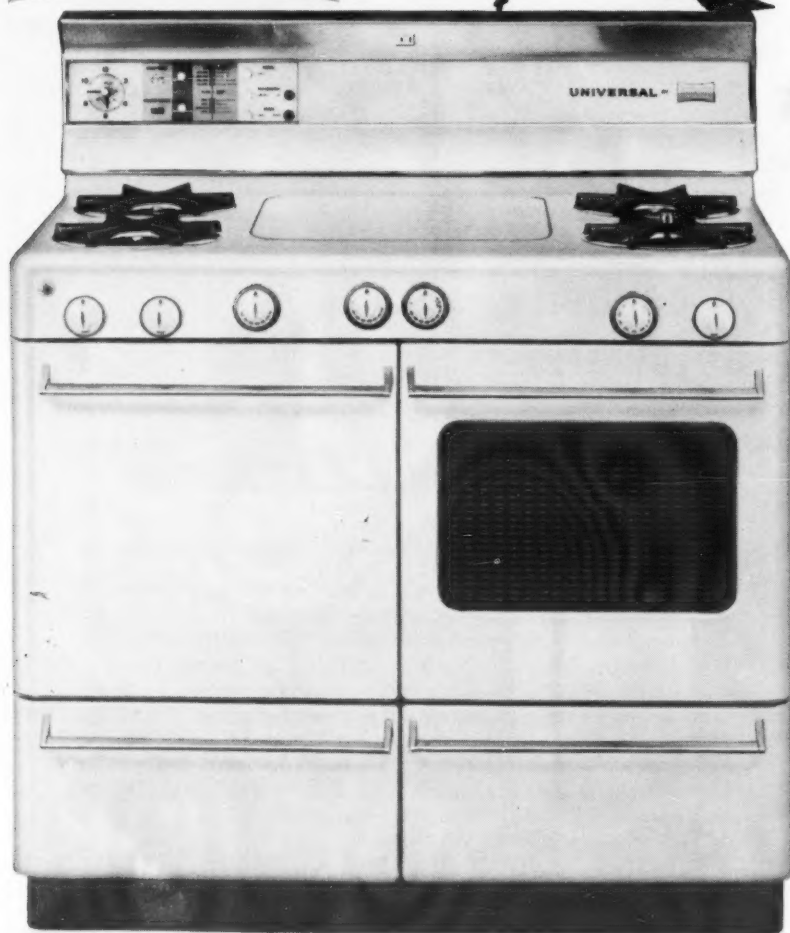
A vast market of customers seek relief every heating season from the discomfort and damaging, unhealthful effects of super-dry indoor air. Here's your profit opportunity...and Aprilaire Portable Humidifier...a high capacity unit (up to 4.3 gallons per hour)...with optional humidistat for constant, accurate control. Plus—an exclusive Aprilaire sales feature—the removal of up to 70% of the bacteria circulating through the unit—an additional health benefit. Sell health and comfort this season, with Aprilaire, the quality humidifier with the attractive profit picture. It's nationally advertised, pre-sold for you. Write for information.

RESEARCH PRODUCTS Corporation
Dept. 99W, Madison 1, Wisconsin

to delight the ladies...offer them the NEW RANGE OF IDEAS

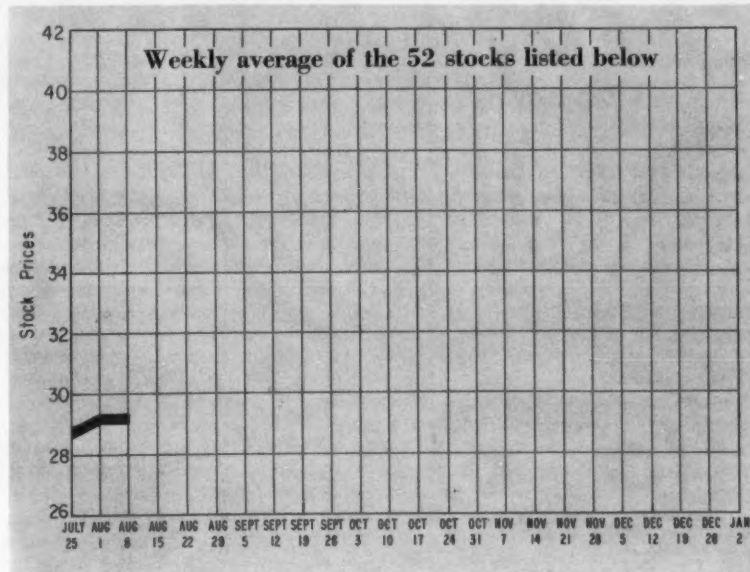
It's the all-new Universal by Waste King Universal gas range — the freshest thing that's happened to your gas range business in years! There are 26 different models...all DREYFUSS-DESIGNED to Look Better — by world-famous designer Henry Dreyfuss. And they're WASTE KING UNIVERSAL-engineered to Cook Better — with the smartest, work-saving features in gas ranges today. Your customers will appreciate features like the "Roast Guide" that make everything automatic but the choice of menu! And they're merchandised to Sell Better — with the freshest new range of ideas in sales tools, advertising, display, and direct mail. Get the full range of ideas now from your Waste King Universal sales representative, or write to WASTE KING CORPORATION, Los Angeles 58, California

UNIVERSAL
by
WASTE KING
UNIVERSAL



TAKING STOCK

A quick look at the way in which the stocks of 52 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.



STOCKS AND DIVIDENDS IN DOLLARS

NEW YORK EXCHANGE

	HIGH	1960 LOW	CLOSE AUG. 1	CLOSE AUG. 8	NET CHANGE
Admiral	23 7/8	14 5/8	16 3/8	15 3/4	— 1/8
American Motors I	29 1/2	20 1/4	22 1/4	20 3/4	— 1 1/2
Arvin Ind. I	27 1/2	18 3/4	20 3/4	20 1/4	— 1/2
Borg Warner 2	48 1/2	34 1/4	36 1/2	36 1/2	—
Carrier 1.60	41 3/4	27 1/8	31 1/4	31 1/4	—
CBS 1.40B	45 1/4	36 5/8	38 1/8	41 3/4	+ 3 3/8
Chrysler I	71 7/8	40	42 1/2	41 3/8	— 1 1/8
Decca Records 1.20	34 1/4	17 3/8	30 1/8	32 3/4	+ 2 5/8
Emerson Electric I	50	33	40 1/2	44 3/8	+ 3 3/8
Emerson Radio .50F	22 1/8	11 1/8	14 3/4	16 1/2	+ 1 3/4
Fedders I	20 3/8	16 7/8	17 1/4	18	+ 3/4
General Dy. 2	58 3/8	38	44 3/8	46 3/8	+ 2
General Elec. 2	99 7/8	79	85	80 3/8	— 4 5/8
General Motors 2XD	55 7/8	43	44 1/4	43 3/4	— 1/2
General Tel & El .76*	34 1/8	27	29 1/2	28 5/8	— 7/8
Hoffman Elec. 60	30 1/4	18 1/8	24 1/8	23 3/4	— 3/8
Hupp Corp. .37T	13 1/4	7 5/8	8 3/4	8 1/8	— 3/8
Magnavox I	55	31 3/4	46 5/8	44 1/2	— 2 1/8
Maytag 2A	44 1/2	31	32 1/2	34 1/2	+ 2
McGraw-Edison 1.40	45 3/4	33 1/8	36 1/2	34 5/8	— 1 7/8
Minn. M&M .283H*	88	65	73 1/4	73 3/8	+ 1/8
Montgomery Ward 2	55 3/8	37 3/8	40 1/8	37 3/8	— 2 3/4
Monarch .2EO	19 7/8	12 3/8	12 1/2	12 3/8	+ 3/8
Motor Wheel I	23 1/4	14	14 3/4	14 1/2	— 1/4
Motorola 2*	98	75 1/8	78 1/2	80 1/4	+ 1 3/4
Murray Corp.	28 3/4	24 3/4	27 1/2	27	— 1/2
Philco 1/4G	38 1/4	23 3/4	26 1/8	25 1/4	— 7/8
RCA 1B	78 3/8	59 1/2	59 1/2	61 1/2	+ 2
Raytheon 2.37T	53 3/8	35 1/2	38 3/8	39 1/4	+ 5/8
Rheem .60	28 7/8	15 5/8	17	17 3/4	+ 3/4
Ronson .60	12 1/4	9 3/4	10 3/8	10 3/4	+ 3/8
Roper GD	21 1/2	14 1/8	17 3/8	17 3/8	—
Schick	16 3/4	9 1/4	10 3/8	10	— 3/8
Siegler Corp. .2OR	43	29 1/4	33 1/8	34 1/4	+ 1 1/8
Smith A. O. 1.60A	53 3/8	33 3/4	34 3/4	33 3/4	— 1
Sunbeam 1.40A	64 1/2	48 5/8	51 3/4	52 3/4	+ 1
Welbilt 1.0G	7 7/8	5	5 3/8	5 1/4	— 1/8
Westinghouse 1.20	65	45 1/2	56	53 3/8	— 2 5/8
Whirlpool 1.40	34 7/8	22	23 1/8	22 1/8	— 1/4
Zenith 1.60	127 3/4	89 1/8	115 1/4	117 3/4	+ 2 1/2

AMERICAN EXCHANGE

	HIGH	1960 LOW	CLOSE AUG. 1	CLOSE AUG. 8	NET CHANGE
Casco Pd. .35E	10	6 3/4	9 7/8	9 7/8	—
Century Elec. 1/2	9 7/8	7	7 7/8	7 1/4	— 5/8
DuMont Lab.	12 1/2	6 1/2	12 1/4	12 1/4	—
Herold Rad.	7 7/8	2 5/8	3 5/8	2 5/8	— 1
Ironrite .25T	10	6 1/8	7 1/2	6 1/4	— 1 1/4
Lamb. Ind.	9 5/8	4 5/8	7	6 5/8	— 3/8
Muntz TV	6 1/2	4	5 1/8	4 3/4	— 3/8
National Presto	12 3/8	10 5/8	12 3/8	12 1/8	— 1/4
Proctor-Silex	9 7/8	6 5/8	8 5/8	8 1/4	— 3/8

MIDWEST EXCHANGE

	HIGH	1960 LOW	CLOSE AUG. 1	CLOSE AUG. 8	NET CHANGE
Knapp-Monarch	—	—	5 7/8	5 7/8	—
Travler Radio	—	—	8 1/4	8 5/8	+ 3/8
Webcor	—	—	12 3/4	12 7/8	+ 1/8

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. T—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date. *Minn M&M, Motorola, Gen Tel & El announced stock splits during first six months 1960.

ANALYSIS: Experts are, at long last, beginning to speak out favorably concerning the market's immediate future. It is believed by many that a rally seems to be in the making that may well carry into the fall. The EM Week average, at 29, remains unchanged from last week and in the face of the almost constant drop in average this is an en-

couraging sign. New lows, however, continue to emerge each week, with 13 1960 lows being established at the close of the trading on Aug. 8. No new highs were recorded although some individual issues registered noticeable gains over the week: CBS up 3 3/8, Emerson Elect. plus 3 3/8, and Decca, Zenith, RCA, Maytag and General Dy. up 2 pts.

ROPER

OLD STOVE **ROUND-UP**

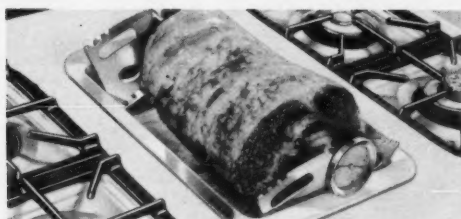
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